

Building a Network of Allies

CLPHA Communications Working Group

1. Early Considerations

- What are we trying to achieve?
- Who are we trying to engage?
- What's the value proposition to participants?

2. Surveying Member Communications Executives

- What is their workload? What's going well and where do they need help?
- Do they want to engage with peers? In what forum? How often?
- What are they willing to share? What do they want to get out of it?

3. Working Together

- Monthly Phone Calls, Online Community, In-Person Convening
- Tweet Storm Engagement, Shared Social Media Calendar
- Preparing for Rapid Response

Know Your Voice

Communicating in Coalition

1. Consider What Your Perspective Adds to the Campaign Message

- Be confident in your own area of expertise

2. Sometimes You Are Not the Best Messenger

- Who is the audience? Will they listen to you or a coalition partner?

3. Be a Team Player

- Support your coalition partners