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