Organizational Considerations

Organizational considerations are the fuel of your campaign. They are essentially the assets that your coalition brings to your campaign, such as meeting space, a bilingual member, funds for printing materials, etc. If your campaign is a car, the assets you have as a coalition determine how much fuel you have to reach your goal. The organizational considerations a coalition has determines the scope and breadth of tactics that can be carried out to achieve your goals.

When you have determined who your constituents and allies are, it is important to determine the organizational considerations they bring to the campaign; that is to say, the resources, abilities, interests and limitations of each member of your coalition.

You should use this document during strategy chart sessions, as well as during the recruitment process for new coalition members.

Update your list of organizational considerations regularly throughout the campaign, to reflect the changing membership of the coalition as well as resources that each member brings to the coalition.

Identify each organizational consideration, regardless of how small or well known, as it transforms the consideration into a resource, one that can be used to achieve the goals of the campaign.

On your strategy chart each organizational consideration should be associated with a specific person. When someone leaves the coalition, you must remove all of their organizational considerations, and adjust your activities and tactics accordingly.

There are four types of organizational considerations you will need to identify for each coalition member and organization represented in your coalition:

1. **Material Resources**: These are concrete items that can be touched, moved, etc. Think about vehicles, kitchen, budget, meeting rooms, printers, and other items that coalition members are able to provide to your coalition.

2. **Immaterial Resources**: These are often soft skills that coalition members possess, such as cultural competency, fluency in another language, stance within a community, graphic design skills, public speaking skills, good with kids, etc.

3. **Self-interest/needs**: Take time to learn about the self-interests of coalition members, and what they want from the coalition or campaign. How to keep coalition members passionate about the work?

4: **Potential Conflicts**: Are there potential conflicts you have, or may encounter during the course of the coalition's work? For example, are there organizations you don't want to work with, or topics you aren't interested in? Do you have chemistry of personalities and work styles that affect the group dynamic of the coalition?

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You may find that form is most useful to your coalition if each member fills out the columns below and provides information about the resources and assets they bring to the table, as well as include their self-interests and potential conflicts in working with your coalition.

Coalition Member's Name:
Organization Affiliation (if any):

Material Resources	Immaterial Resources	Self Interest/Needs	Potential Conflicts