

# BUILDING A COALITION



Coalitions are groups comprised of multiple organizations with different missions, uniting to achieve a common goal. Typically, these groups share leadership responsibilities and resources, and they agree upon a structure to make decisions.

## Tips

**Research** the coalitions and like-minded groups that exist in your community. If there is not an existing coalition already established, you can create one!

**Contact** potential partners to explain PFLAG's mission and your interest in joining the broader coalition. Some coalition members may be obvious PFLAG partners, such as state equality organizations; however, there may also be some less-expected allies, such as faith-based organizations, racial or social justice organizations, or immigration organizations.

**Capitalize** on your existing relationships and organizations, such as your local faith communities, workplaces, or other social justice organizations. Creating a strong and diverse coalition helps to achieve common goals, allows every individual and organization to contribute their unique skills and focuses, and spreads messages of equality far and wide.

**Celebrate** your groups' commonalities and differences and appreciate the members of all of the organizations involved. Sending thank you notes or hosting a potluck is a good way to celebrate your successes in order to move forward together towards future wins.