10 Steps to Form a Community Coalition

1. Form Your Committee
   - Identify and recruit members
   - Identify fiscal agent
   - Establish committee schedule and roles

2. Define your Cause
   - Determine your goals
   - Identify your target audience
   - Establish mission, vision, and core values
   - Determine tasks required to meet goals

3. Create a Budget
   - Identify income (booths/sponsors/grants)
   - Identify expenses (venue/speakers/mailings/marketing)
   - Identify in-kind advertising

4. Select a Date and Venue
   - Identify seating capacity, space needs, AV needs, parking
   - Remain flexible

5. Secure Speakers
   - Brainstorm potential speakers
   - Make speaker contacts and final selections
   - Obtain speaker presentations, bios and photos

6. Secure Partners & Sponsors
   - Determine sponsorship levels and booth prices
   - Create, print, and mail community partner/vendor and sponsor information
   - Track commitments and ensure sponsor promises are met

7. Brand Your Event
   - Design posters and programs
   - Build webpage, Facebook event, and email invite
   - Develop advertisements (radio, newspaper, digital)

8. Market Your Event
   - Distribute posters, advertisements, press release
   - Share via Social Media and email invite to list serves
   - Send personal invite mailing
   - Stop the Stigma applications

9. Secure Volunteers
   - Identify volunteer needs
   - Marketing/outreach for volunteers
   - Event volunteers

10. Event Wrap Up
    - Discuss what went well
    - Identify opportunities to improve
    - Evolve your event