

**Forming Alliances &
Forging Common....**

vision vision





Forming Alliances and Forging Common Vision

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Why form alliances?

- To address an urgent issue
- To plan/launch community-wide initiatives
- To create long-term, permanent social change
- It is easier to “spread” the word if there are multiple channels sending the same message
- Pool resources
- Alliances keep one another enthusiastic when the opponent strikes



Pitfalls? No. Barriers? Yes.

- Turf protection
- Bad history
- Funding
- Fear of the unknown
- Easier to keep doing it the way we always have
- Too much red tape
- Not the right spokesperson (“People buy into the leader before they buy into the vision.”)



What is an Alliance?

- A diverse group of individuals and organizations who work together to reach a common goal.

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How Do You Form an Alliance?

- Start with a small group
- Choose your “leader” wisely
- Identify potential members
- Host an informational meeting
- Ask for others to join the cause
- Give them something to do
- Meet regularly to keep everyone on task



Tools for Organizing

- “Think Zeros”
 - Start with 10, move to 100, and soon your group is strong enough to be heard – even by those that don’t like the message
 - Create a vision
 - Develop goals with action steps for success
 - Meet regularly to keep on track
 - Determine if professional staff is needed



Resources Required

- Time
- Passion
- Patience
- Possibly professional staff
 - Facilitator (\$50 to \$150/hour)
 - Fundraiser (lean on members)
 - Marketing/Media relations (\$50-100/hr)
 - Research (\$25 to 50/hr)



The Role of a Facilitator

- Two kinds of facilitators
 - Unbiased
 - Vested interest
- Provide guidance in the discussion
- Ask difficult questions
- Make sure everyone participates
- Serve as a sounding board
- Reiterate what has been said
- Assist in molding the vision from all input
- Develop the action steps
- Hold people accountable (either by attaching names to duties or serving as the project manager)



Who Has Formed Alliances?

- Central Iowa Communities
- Iowa City/Cedar Rapids area
- Okaboji
- Others?



How Could State Support the Efforts

- Contract with facilitators to do the work in the communities
- Create watershed districts
- Incentives for watershed planning/protection (big carrots)

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Example of Work

- Eastern Polk County Green Infrastructure Project

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