

## When Planning Coalitions, Think of a R-A-I-N-B-O-W (Coalition)

<b>R</b>	<p><b>Relationships</b></p> <p>Build relationships with community members and organizations outside of a crisis. Identify potential allies; get to know them.</p>
<b>A</b>	<p><b>Ask</b></p> <p>Ask community organizations what their issues, interests and values are. Don't assume they are the same as yours. Find common ground. Ask for their support.</p>
<b>I</b>	<p><b>Involve</b></p> <p>Build transparent and democratic structures of decision-making. Build new leadership.</p>
<b>N</b>	<p><b>Nurture</b></p> <p>Coalition partners and the coalition itself must be nurtured and sustained. Educate members, consult with them, mobilize and activate them. Connect coalition partners with each other.</p>
<b>B</b>	<p><b>Build</b></p> <p>Build capacity among coalition members. Build alliances. Build and expand the base</p>
<b>O</b>	<p><b>Organize</b></p> <p>Know the difference between mobilizing and organizing.</p>
<b>W</b>	<p><b>Win</b></p> <p>The on the issue you are organizing. Create the conditions for winning in the long term by building the power and capacity of the grassroots. Practice democracy.</p>