**ACTION ONE: BUILD A COALITION WORKSHEET**

A diverse and broad coalition will cultivate the political willpower to inspire leadership, elevate the wildlife crisis, transform the culture and secure funding for state wildlife agencies. You will need to galvanize the coalition to take on these important actions. But how to go about it? Often, our instinct is to campaign for wildlife funding right off the bat. However, a large campaign succeeds when you start with a strong, diverse and effective coalition with a clear purpose to reverse the wildlife crisis. A coalition gives you different voices, capabilities, raw numbers, and eventually power. Remember, no campaign is an island. You need a coalition.

This worksheet focuses on helping you assess who might be in your coalition, their assets, and convening the coalition once you are ready. Two exercises are part of this checkup, including identifying your core group and members’ strengths and gaps.

**Identify Coalition Members**

Identify your core group (see [exercise](http://statewildlifetoolkit.nwf.org/wp-content/uploads/2020/09/coalitionbuildingexercise.pdf))

Identify existing and past coalitions:

* Is there an existing coalition or alliance of conservation groups that can take on “Strengthening your State Wildlife Agency”? If so, what is the name and best contact person:

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* Who was in your state’s [Teaming with Wildlife](http://statewildlifetoolkit.nwf.org/wp-content/uploads/2020/09/TeamingwithWildlifeCoalitionbyState2012.pdf) and/or [CARA](http://statewildlifetoolkit.nwf.org/wp-content/uploads/2020/09/CARA_Supporters.pdf) coalition? (See links for state-by-state lists)

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* Did your state host a monarch butterfly or pollinator summit? Include participant list:

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Identify Leading Constituency Organizations (see [list of organizations](http://statewildlifetoolkit.nwf.org/wp-content/uploads/2020/09/Group-Ideas-for-Growing-your-Coalition.pdf) in Action 1):

* National Wildlife Federation affiliate?

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* Major hunting and fishing groups?

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* Major gardening groups?

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* Zoos, aquariums or botanical gardens?

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* Land trusts?

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* Major hiking and paddling groups?

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* Birding groups (Audubon, and most engaged chapters, others)

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* Student chapters (e.g., TWS, AFS, SCB, college environmental clubs)?

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* Leading environmental education groups?

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* Nature centers?

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* Species Groups (e.g., Trumpeter Swan, Save the Manatees)

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* Scientist/Professional Biologists groups (e.g., The Wildlife Society, American Fisheries Society)

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* Bird Observatories

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* Citizen Science groups

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Bringing in businesses: Who are they?

* Major industries using the land/water in your state?

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* Largest or most influential outdoor related businesses (e.g., camping, hunting, fishing, bird watching and feeding, etc.)?

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* Does your state headquarter any major companies?

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* Is there an outdoor recreation state office?

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* Leaders in nature-based tourism?

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* Government agency that promotes the state’s nature-based tourism?

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Identifying Influential ambassadors: Beyond the above businesses, who else would be an engaged ambassador for wildlife? Do you have:

* Former Governor, state or federal legislator, agency director still influential?

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* Existing state or local legislators that might champion the cause?

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* Any celebrities (movie/tv, sports, etc.) in your state that love wildlife?

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* Business leaders known to love the outdoors even if they don’t make a living off of it?

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**Identifying Coalition Player Strengths (see** [**coalition guide**](http://statewildlifetoolkit.nwf.org/wp-content/uploads/2020/09/Guide-to-forming-a-State-Coalition-FINAL.pdf)**):**

* What assets does each partner bring to the coalition?

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* What assets are still missing?

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**Convening the coalition (see** [**State Wildlife Summit Guide**](http://statewildlifetoolkit.nwf.org/wp-content/uploads/2020/09/State-Summit-Guide.pdf)**):**

* Does your state already host an annual conservation or wildlife summit? Name and date?

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* Would the agency partner with you to host such an event?

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**Vision statement: (see** [**future of wildlife agency**](http://statewildlifetoolkit.nwf.org/wp-content/uploads/2019/10/Future-State-Fish.pdf)**):**

* Once you have a core group or coalition formed, what is your coalition’s vision statement?

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This worksheet comes from the National Wildlife Federation’s Strengthening State Wildlife Agencies Toolkit, the first-ever toolkit for wildlife conservation leaders to strengthen state fish and wildlife agencies and reverse America’s wildlife crisis: <http://statewildlifetoolkit.nwf.org/>