



## THE IMMUNIZATION PARTNERSHIP

### Levels of Involvement

*This is an exercise in creative brainstorming. The goal is to expand a coalition's idea of who they should have involved. It can produce a wealth of surprising opportunities. These are relationships with people and groups that need to be explored, without assuming that they will necessarily turn out to be supportive. When they do turn out to be supportive, however, it can be a great gift!*

**Core Group:** This is the group that does the most day-to-day work for the coalition. They are the individuals who plots, plans, facilitates and orchestrates the activities for the coalition. These are the people who have real passion for the work which needs to be accomplished, they see themselves as responsible for monitoring and coordinating efforts and can pretty much always be counted on to step forward when needed.

**Champions Group:** Champions are people who typically hold positions of leadership in the community and are, or need to be, committed for furthering the coalition efforts. They may or may not be very involved in the daily activities. They are the authorizers of the effort, the ones whose blessing can clear away roadblocks a coalition may face. They are the cheerleaders, who can strategically appear to affirm the work that has been done, recognize the people who made it happen, and ensure that the whole community knows that the coalition has top-level support. They know how to open-doors and make connections for the coalition. They need to be kept informed of what happening and where to plug in strategically without having to be involved in the minute details. They often appreciate making their contribution where it will do the most good and then stepping back until the next time.

**Awareness Group:** These are the people who usually aren't very close to the work the coalition is doing, but need to be kept in the loop as things unfold or activities take place. They may be community members who are affected by the coalition's mission in some way. Sometimes these people have responsibility for or access to communications media that reach a wide audience. They need to be honored by occasional visits and reports that allow them to see the value in what is happening and to have their questions about it answered honestly.

**Possibility Group:** Long shot and wild card also have a role to play. There are the people one wouldn't immediately think of as being related to the coalition's mission, but who just might find areas of common cause with it.