

Organizational Message for Coalitions

- State coalition’s purpose or mission - why it exists and its long-term goals.
- Provide information about coalition's legal status or affiliation.
- Independent nonprofit organization with own tax-exempt status?
- Project of (or associated with) another organization?
- Define coalition's service area or priority population.
 - Serves a particular geographic area (e.g., neighborhood, city or region)?
 - Focuses on particular group or subgroup (for example, those with specific health condition, economic status, age, gender or racial/ethnic group)?
- Describe coalition’s scope of activities or focus.
 - Direct services, training, advocacy, public education, and/or some other function?
 - Particular program area, such as asthma, women's issues, or primary health care?
- Explain what is unique about coalition.
 - Only one of its kind?
 - Only one in this community?
 - Only one using a certain approach?
- Make readers want to learn more about coalition – through content and presentation.
- Make message positive, understandable and “actionable”.
 - Specific and tailored for different audiences?
 - Avoids clichés, acronyms and vague terms?
 - Uses active verbs?
 - Is likely to be remembered?
- Provide summary statistics and historical information to provide context for readers.
- Use consistently in promotional material and proposals.