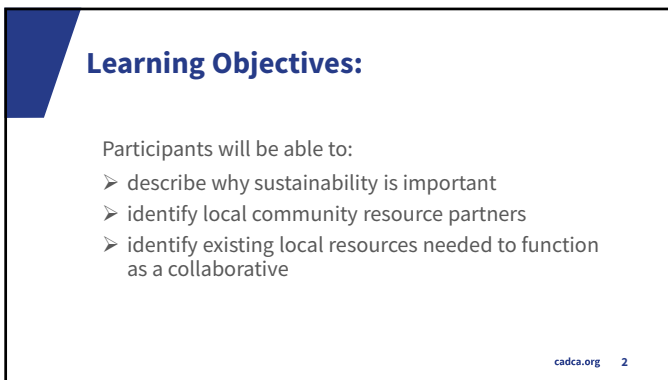
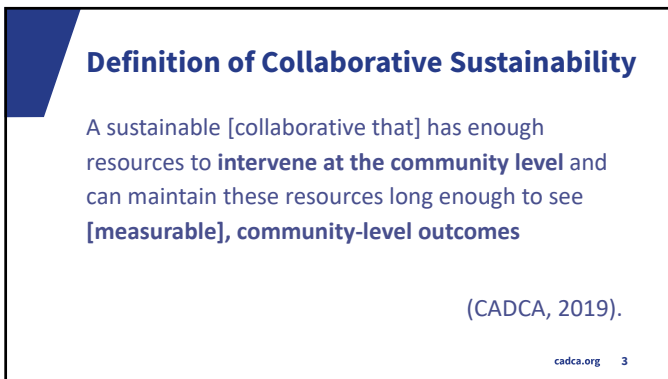




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Pre-OBJECTIVES POLL

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Four Things Community Collaborations Must Sustain:

1. A strong volunteer & membership base
2. A credible process (i.e., Strategic Prevention Framework)
3. Relevance to current community concerns
4. The financial and other resources required to do the work

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1. Strong Volunteer & Membership Base

Carefully grow and sustain strong membership & volunteers

- ❖ ...implements a credible process
- ❖ ...stays abreast of **current** community concerns; identifies **shared root causes**; & demonstrates how issues interact
- ❖ ...**financially contributes** and helps **raise financial and other resources** required to "do the work"

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1. Strong Volunteer and Membership Base

Recruiting members & volunteers involves:

- orienting new members to the collaborative process
- identifying roles & tasks of the collaborative
- meeting their WIFM (What's In It For Me?)
- providing opportunities for engagement & involvement
- inviting existing & new members to "do the work"

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1. Strong Volunteer and Membership Base

• Annual Collaborative Self-Assessment

- Understand how the current leadership team, members, [and volunteers] feel about their involvement with the collaborative.

• Implementation of a credible process (i.e., SPF)

- Scheduling collaborative processes (i.e., needs/resource assessments, logic model, & strategy selection)
- Ongoing meetings of workgroups/teams (i.e., Assessment/Planning, Activities/Events, Media/Public Relations, and Resource Development & Sustainability)
- Creation & use of coalition specific products (i.e., assessment strategic, action & evaluation plan documents).

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1. Strong Volunteer and Membership Base

Retaining strong volunteers and members involves building long-term relationships with human service agencies/organizations; faith-based communities/organizations; local government and law enforcement; MS/HS youth; young adults (18 – 29); community gatekeepers; and families through the 6 R's:

- Relationships
- Role
- Respect
- Recognition
- Rewards
- Results



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1. Strong Volunteer and Membership Base

...the **6 R's**

- **Relationships:**
Provide opportunities for socializing [with]in and out[side] of collaborative meetings.

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1. Strong Volunteer and Membership Base

...the **6 R's**

- **Roles:**
 - ❖ role descriptions (i.e., by-laws)
 - ❖ workgroups to spread the work (i.e., assessment/planning; activities/events; media/public relations; and resource development & sustainability)
 - ❖ empower workgroups with the power & authority to make decisions and act (i.e., by-laws)
 - ❖ ask members & volunteers "how" they want to be involved (i.e., Collaborative Involvement Agreements/Memorandums of Understanding)

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1. Strong Volunteer and Membership Base

...the **6 R's**

- **Respect:**
 - ❖ meetings start & end on time
 - ❖ provide name tags at meetings
 - ❖ establish a group agreement (i.e., no cellphones)
 - ❖ timely communication with members
 - ❖ recognize member efforts
 - ❖ engage members in meaningful tasks

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1. Strong Volunteer and Membership Base

...the **6 R's**

- **Recognition:**
 - ❖ regular and ongoing public communication and acknowledgement of a member's efforts internal (i.e., the collaborative) and external (i.e., the community).

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1. Strong Volunteer and Membership Base

...the **6 R's**:

- **Rewards –**
 - ✓ ensure that each individual's WIFM is met
 - ✓ ask each individual how he/she wants to be rewarded

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1. Strong Volunteer and Membership Base

...the **6 R's**:

- **Results –**
 - ✓ track and monitor strategic and action plan measures as well as collaborative efforts (i.e., volunteer time, community training events)
 - ✓ celebrate successes/victories...no matter how big or small
 - ✓ celebrate successes/victories of partner organizations

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1. Strong Volunteer and Membership Base

- ✓ [Collaboratives] often fail to get things done because they rely *too much on reason and too little on relationships* (Bolman & Deal, 2008, p. 218).
- ✓ Building 'a broad base of community support' entails figuring out *whose help you need* [and] developing relationships so that people will be there when you need them (Bolman & Deal, 2008, p. 219).
- ✓ The ability to recruit, educate, and train individuals in credible processes such as the Strategic Prevention Framework and *coordinate existing local resources to address identified community-level issues and opportunities*" (K. Brown, personal communication, September 16, 2019).

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Pre/Post Objectives Poll results

Pre

Post

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CADCA Member Benefits

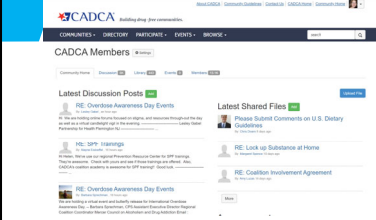
- Advocacy on Capitol Hill including emailed legislative alerts and updates regarding CADCA's public policy efforts and time-sensitive legislative issues
- Discounted registration rates up to \$200 for CADCA's National Leadership Forum and Mid-Year Training Institute
- Unlimited Roster
- Electronic newsletters and two (2) printed newsletters per year
- Unlimited postings to the CADCA's Prevention Job Board
- Volunteer request referrals
- CADCA Community

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CADCA's Webinar Wednesday Sustainability: It Starts with Relationships December 2, 2020

Wednesday Webinars Member Perk



Webinar presenters will be on the members-only CADCA Community for 1 hour after each webinar. Members can ask questions, interact, and engage for a more in-depth experience on what you have just learned.

This is a members-only benefit. You can [learn more and join](#).

Questions? Contact Lauren Blackwell: lblackwell@cadca.org or (703)706-0560 ext. 261

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References:

Bolman, L. G. & Deal, T. E. (2008). *Reframing organizations: Artistry, choice, and leadership*. 4th ed. Jossey-Bass.

Community Anti-Drug Coalitions of America (2019). National coalition institute. Week 3 instructor's guide.

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