

## Suggested Development of a Local Coalition Group

<b><u>Phase One:</u></b> <b><u>Developing/</u></b> <b><u>Initiating Group</u></b>	<ul style="list-style-type: none"> <li>• Member Organization Executive Director and/or local champion identify a need for a local “coalition” to form to enhance membership value.</li> <li>• Begin discussions with National Coalition staff to identify local champion(s) if none has come forward.</li> </ul>
	<ul style="list-style-type: none"> <li>• Send out personal invites to all firm members in the particular area (i.e. Land Development, Site/Civil, Mechanical-Electrical, Surveying, Structural, firms under 50 employees, etc.) that you would like to develop.</li> <li>• Advertise “Coalition” start-up in weekly/monthly communications</li> <li>• Have identified champion reach out through personal networking to those firms they are in contact with more frequently (personal touch).</li> <li>• If working with another group (ASHRAE, ASCE, etc.) on a local basis to get those people engaged as well, ask their local staff to put the information in their member communication or have them identify some good candidates that could be co-champions.</li> <li>• Have people indicate interest in being involved to begin building membership list to send out meeting logistics/agendas/follow-up.</li> </ul>
<b><u>Phase Two:</u></b> <b><u>Establishing</u></b> <b><u>Group</u></b>	<ul style="list-style-type: none"> <li>• With local champion for the group, identify what the first meeting should look like, i.e. set ground rules on what the group will do, plus added time for issues discussion; set day/time/location of meeting and communicate that out to those interested in being involved.</li> <li>• If you are collaborating with another group on this endeavor talk with their local staff on issues that might cross over to both groups.</li> <li>• Talk with National Coalition staff on any impending issues for the group (depending on what area you are establishing: surveying, structural, MEPs, land development/site-civil, small business)</li> </ul>
	<ul style="list-style-type: none"> <li>• Discuss what the national group does; solicit feedback on what issues firms are facing and how ACEC could help; have the meeting be more of a roundtable discussion. Establish how often the group should meet (monthly, every 6-8 weeks, quarterly, etc.).</li> <li>• Send information about group to National Coalition staff – <b><u>50% discount on first year membership</u></b> to corresponding national coalition for anyone interested.</li> </ul>
<b><u>Phase Three:</u></b> <b><u>Expanding Group</u></b>  <b><u>(Optional)</u></b>	<ul style="list-style-type: none"> <li>• You may want to take an existing committee and expand their scope to become a local “Coalition” group. Or if you have a former committee that hasn’t existed in a while - could incorporate mission/goals into this new/current group and expand issues to attract more interested parties.</li> </ul>