



Tips for Building an Education Freedom Coalition in Your State

Education freedom in New Hampshire is flourishing in large part due to coalition of organizations and individuals who share our passion and work together collaboratively to provide support for the cause, coordinating and communicating among state and nationwide activists and stakeholders.

The top 5 reasons the NH coalition is effective:

1. We “take all comers” and any supportive group that wants to participate can send a representative.
2. We envision goals together.
3. We listen to each other and collaborate.
4. All coalition partners play to their strengths / do what they are good at.
5. We all take action toward goals.

How it works:

- Our legislative session runs from January to June. We meet weekly on Zoom during the school year, which provides time before and after the session for prep and re-cap.
- We meet in small strategic groups over the summer to set goals.
- On our weekly Zoom calls during the school year, we discuss these goals to ensure clarity and agreement of all participants.
- We also discuss and analyze state-wide objectives and the group’s capabilities. If we find gaps in capabilities, we recruit new coalition members.
- To recruit needed members, we make calls and ask for participation by sharing the goals, identifying the existing coalition membership, and inviting participation. Any member of the coalition could invite another member as needed.
- Once goals are agreed upon, in subsequent weekly meetings, each member updates the coalition on activities that they, or their organization, have undertaken toward the pre-determined agreed upon goals.

Tips:

How do you build buy-in?

- Establish equal voice
- Develop a mission as a group
- Develop an action plan as a group (goals and objectives)
- Be consistent and persistent
- Develop systems of accountability

Who could you invite to get started?:

- Related organizations (e.g. SGOs, school choice advocacy groups, SPN-affiliated think tanks, etc.)
- Culturally-specific or issue-specific organizations
- Community members and leaders
- People with an interest in your issue and something to contribute

It just takes one person to start to organize, so start today! For more information, contact Kate Baker Demers at Kbaker@scholarshipfund.org.