

# Coalition Toolkit

*All you need to know to start one  
in your community!*



**stigma-free**



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# Coalition Checklist

Use this checklist to help you keep track of the different steps to successfully start a local B Stigma-Free Coalition.

- Decide that you want to help your local community **b** stigma-free
- Name your Coalition
- Identify and invite other groups to also be part of the coalition
- Complete an application to become a coalition of B Stigma-Free
- Receive log-in instructions and create and edit pages of new website
- Hold first meeting of the coalition (see suggested agenda items)
- Plan community activities and events to engage others to b stigma-free
- Promote your activities: send out a press release, use social media
- Stay in touch with us at B Stigma-Free, telling us what you are working on or asking for guidance when needed



# Coalition Application

Proposed Name of Coalition:	
Please list the Chairperson/s name, organization name and contact information:	
Please identify who will be responsible for managing the Coalition's website.	
Name:	
Email:	Phone:

Member Group or Organization	Contact Name:	\$25 fee included: Y/N waived for student-led groups
Name of Organization:		
Address:		
Email:	Phone:	
Brief description of group or organization:		
Signature of Duly Authorized Agent:		Date:

Member Group or Organization	Contact Name:	\$25 fee included: Y/N waived for student-led groups
Name of Organization:		
Address:		
Email:	Phone:	
Brief description of organization:		
Signature of Duly Authorized Agent:		Date:

*Please list additional Coalition members' names and contact information on additional sheets of paper. Please submit this signed form to B Stigma-Free at [info@bstigmafree.org](mailto:info@bstigmafree.org), or to the address below.*



# Engaging Coalition Members

Think about groups or organizations that share our goal of reducing stigma and creating an inclusive and accepting community. Consider groups or organizations that represent people who are oftentimes stigmatized.

- Mental health • Racial equality • Brain injury • Physical disability • Weight differences • Little People • Albinism • Gender identity • Sexual orientation • Religious groups • HIV/AIDS programs • Alzheimer's support programs • Substance abuse programs • Sexual assault survivors groups • Autism advocacy groups •

Also invite allies – other groups who share our goals.

- Youth groups • Sororities and Fraternities • Sports teams • Town bodies • Medical groups or centers • Art or music programs • Theater groups •



# Building a Community Presence

After submitting the application B Stigma-Free will send an email to the identified website administrator confirming the establishment of the new Coalition's website, and providing a username and password.

From: **bstigmafree Sites** <[ljay@bstigmafree.org](mailto:ljay@bstigmafree.org)>  
Date: Mon, Oct 19, 2015 at 10:47 AM  
Subject: New bstigmafree Sites Site: test  
To: [testuser@gmail.com](mailto:testuser@gmail.com)

Dear User,

Your new bstigmafree Sites site has been successfully set up at:  
<http://bstigmafree.org/test/>

You can log in to the administrator account with the following information:

Username: TestUser

Password: N/A

Log in here:

<http://bstigmafree.org/test/wp-login.php>

We hope you enjoy your new site. Thanks!

--The Team @ bstigmafree Sites

Once you receive this, you can begin to build your pages. Instructions for working on the website will be sent directly to the site administrator.



# Activities Guide

*Here are some ideas to get you into the groove and join with other members of your Coalition. Each of these activities are opportunities to connect with others in your community, share stories, distribute information and build understanding.*

*Let us know about other ideas that you think of!*

## Adopt [Basic Tenets and Guiding Principles](#)

Form a committee to promote **b**'ing stigma-free across your community

Hang promotional materials around your community declaring it to **b** stigma-free

Distribute information at campus community center or in town. Many stores will allow non-profit groups to solicit in front of their businesses – with permission.

Organize an essay contest

Organize an art contest

Host a sporting event outing to cheer on the local team

Run a walkathon

Have a face painting or games booth at a community event



# Social Media Guide

Be sure to stay in touch with B Stigma-Free and our activities through social media. This guide will help!



<https://www.facebook.com/Bstigmafree>



<https://twitter.com/BStigmaFree>

@BStigmaFree  
#justb



<https://www.pinterest.com/Bstigmafree/>





# Further Reading

## Diversity on Campus

Reason, RD, Broido, EM, Davis, TL, and Evans, NJ (2005). *Developing Social Justice Allies*, New Directions for Student Services 110.

Milem, JF, Chang, MJ and Antonio, AL. *Making Diversity Work on Campus: A Research-Based Perspective*, Association of American Colleges and Universities, 2005. [Read article here.](#)

## Creating Social Change

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Bryson, J. M., & Crosby, B. C. (1992). *Leadership for the Common Good: Tackling Public Problems in a Shared-power World*. San Francisco: Jossey-Bass.

California Endowment, *What Makes An Effective Advocacy Organization?*

[http://www.calendow.org/uploadedFiles/Publications/Policy/General/EffectiveAdvocacy\\_FIN AL.pdf](http://www.calendow.org/uploadedFiles/Publications/Policy/General/EffectiveAdvocacy_FIN AL.pdf)

Collins, J. (2005). *Good to Great and the Social Sectors: Why Business Thinking is Not the Answer*. A Monograph to Accompany Good to Great. Published by Jim Collins.

Chetkovich, C. & F. Kunreuther. (2006). *From the Ground Up: Grassroots Organizations Making Social Change*. Ithaca: IRL/Cornell University Press.

Drath, W. (2001). *The Deep Blue Sea :Rethinking the Source of Leadership*. San Francisco: Jossey Bass, Inc.

El Hadidy, W., Ospina, S. and A. Hofmann-Pinilla. (2010) in ed R. A. Couto. *Political and Civic Leadership: A Reference Handbook*, Thousand Oaks, CA: Sage Publications.

Foldy, E. G., L. Goldman & S. Ospina. (2008). *Sensegiving and the Role of Cognitive Shifts in the Work of Leadership*. *The Leadership Quarterly* 19: 514-29.

[wagner.nyu.edu/leadership](http://wagner.nyu.edu/leadership)

Heifetz, R., M. Linsky & A. Grashow. (2009). *The Practice of Adaptive Leadership: Tools and Tactics for Changing your Organization and the world*. Cambridge: Harvard Business Press. Op cit

NYU Wagner Research Center for Leadership in Action, "How social change organizations create leadership capital and realize abundance amidst scarcity."

<http://wagner.nyu.edu/files/leadership/RCLASocialChangeOverview04.11.pdf>

Ospina, S., and E. G. Foldy. (2010). *Building Bridges from the Margins: The Work of Leadership in Social Change Organizations*. *The Leadership Quarterly* 21 (2): 292-307.

Ospina, S., E. G. Foldy, W. El Hadidy, J. Dodge, A. Hofmann Pinilla, and C. Su. *Social change leadership as relational leadership*. In *Advancing Relational Leadership Theory*, eds. M. Uhl-Bien, S. Ospina. Greenwich, CT: Information Age.

Moyer, Bill (1987). *History is a Weapon, The Movement Action Plan: A Strategic Framework Describing The Eight Stages of Successful Social Movements*. The Dandelion, Movement for A New Society. <http://www.historyisaweapon.com/defcon1/moyermap.html>

Teske, R., and M. A. Tetreault. (2000). *Conscious Acts and the Politics of Social Change: Feminist Approaches to Social Movements, Community and Power*. Columbia, SC: University of South Carolina Press.

Uhl-Bien, M. & S. Ospina. *Advancing Relational Leadership Theory: A Conversation among Perspectives*. Leadership Horizons Series, eds. M. Uhl-Bien & S. Ospina. Greenwich, CT: Information Age.