



## Chapter 2:

# COALITION BUILDING

### For Effective Advocacy On Behalf of Early Education

Building coalitions with other advocacy organizations has many advantages:

- Coalitions leverage scarce resources, including people power;
- Coalitions can provide additional experts such as pediatricians or special needs advocates to the early education issue;
- Building coalitions entails some planning and organizing which tends to focus advocacy efforts on the highest priorities;
- Engaging other organizations – especially nontraditional partners – provides a defense from the attack that the advocacy efforts are simply self-serving for those who are direct service providers;
- Coalitions build trust and a sense of openness among all members;
- Strong coalitions include parents as they are the most effective and nonpartisan advocates for their young children.

**For more information and resources on coalition building, click on these links:**

[Californians for the Support of Early Education \(CSSE\)](#)

[Child Development Policy Institute](#)

[Infant Development Association of California](#)

[National Association for the Education of Young Children Advocacy Resources](#)

[First 5 Advocacy Toolkit](#) (*See page 10*)

[The Non-profit Lobbying Guide, 2nd Edition](#)

[Search Institute](#)

[Center for Lobbying in the Public Interest](#)