

**The Steps Coalition 2008 Budget
Programs, Goals, and Strategies**

14 January 2008

MISSION: To strengthen the capacity of member organizations to act jointly to improve their collective ability to promote an equitable recovery and healthy, just, and sustainable communities in South Mississippi

OVERVIEW OF GOALS:

- #1: To support advocacy work around campaigns that have been officially endorsed by the Steps Coalition
- #2: To build the Coalition and help sharpen its Vision.
- #3: To provide administrative support for the Steps Coalition Board and staff

PROGRAM DETAIL

Program: Advocacy Support

GOAL #1: To support alliances of member organizations with advocacy work around campaigns that have been officially endorsed by the Steps Coalition

STRATEGIES:

- Assist in obtaining official endorsement from the Steps Coalition for specific campaigns
 - Coordinate the effort to clarify the ways in which campaigns will receive official endorsement from the Steps Coalition
 - Assist with the mechanics of obtaining endorsement (email messages, phone calls, personal contact, mailings, etc.)
 - Etc.
- Assist with Campaign planning
 - Assist with meeting preparation
 - Host campaign-related meetings and events
 - Arrange for note-taking and dissemination
 - Arrange for meeting facilitation
 - Share organizational memory with new members regarding campaign evolution and issue development
 - Etc.
- Assist with Campaign launching
 - Facilitate member consensus on campaign's public advocacy position
 - Supply graphics and visual materials
 - Compile outreach materials
 - Design down-loadable campaign kits and position on the website
 - Write press releases and send to media, MS State & National Representatives and city officials
 - Host meetings and press conferences
 - Etc.
- Assist with Campaign maintenance and wrap-up
 - Post campaign-related information on website and maintain in archives
 - Compile reports of campaign process and activities
 - Etc.

GOAL #2: To build the Coalition and help sharpen its Vision

STRATEGIES:

- Host networking meetings between members to foster relationships and discussion.

- Host routine issue-oriented (strategic alliance) meetings and Vision-oriented (Council of Alliances) meetings
- Arrange for note-taking and dissemination
- Post event-related and news-related information on website and to calendar
- Encourage and assist members to write articles and stories about their organization's activities and collaborative efforts and post to website
- Reach out to organizations that share Vision with the Steps Coalition and encourage membership
- Encourage, host, and assist with events and celebrations such as the Sunrise service

PROGRAM STAFFING NEEDS

Two (2) Coalition Organizers

Program: Administrative Support

GOAL #4: To provide administrative support for the Steps Coalition Board and staff

STRATEGIES

- Identify and apply for grants
- Track expenditures
- Pay salaries, bills, and taxes
- Receive mail
- Triage phone calls
- Maintain contact database
- Assist with Board meeting preparation
- Take minutes for Board meetings
- Prepare annual registration for State
- Assist with annual audit
- Etc.

STAFFING NEEDS:

Contract Grant-Writer

Part-time Bookkeeper