



Welcome



888-INFO-CARE
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CityServeX
EVERYDAY, ALL LANES



Building Powerful Community Coalitions

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The Reality We Face:

Working in Isolation



Look around your community today. You'll see dedicated people working tirelessly to address real needs—**homelessness, education gaps, food insecurity, economic challenges, and countless other issues that affect our neighbors.** You'll find passionate business leaders creating jobs, faith communities serving the vulnerable, government officials developing policies, and nonprofit organizations delivering crucial services.

Here's what you'll also find: most of these good people are working in isolation, often duplicating efforts, competing for the same limited resources, and achieving far less impact than they could if they worked together strategically.

The Reality We Face:

Working in Isolation

89%

Community Initiatives

operate in silos according to
Bridgespan Group research

62%

Program Duplication

duplicate services that already
exist elsewhere in the community

\$2.7B

Annual Waste

wasted annually on uncoordinated
community efforts

“ The social sector's fragmented approach to social change has limited our impact. We need a new framework for collective action. ”
- John Kania, FSG Social Impact Consultants

When we work in isolation, we force the people we're trying to help to become experts in our organizational maze rather than focusing our expertise on solving their actual problems.

The Solution:

Collective Impact Framework

Stanford Social Innovation Review's research on "Collective Impact" demonstrates that when organizations work together strategically, they achieve results that no single organization—no matter how well-funded or well-intentioned—can accomplish alone.

1. Common Agenda

Shared vision and understanding of the problem across all participating organizations

2. Shared Measurement

Consistent data collection and evaluation methods across all participants

3. Mutually Reinforcing Activities

Coordinated but differentiated approaches that complement each other

The Solution:

Collective Impact Framework

4. Continuous Communication

Regular, structured interaction between all coalition members

5. Backbone Support

Dedicated infrastructure and staff for coordination and facilitation

Research by the Aspen Institute shows initiatives involving all four sectors are **73% more likely to achieve sustainable outcomes** compared to single-sector approaches.



Success Story:

Cincinnati's Strive Partnership

They didn't work harder—they worked together. Cincinnati's Strive Partnership demonstrates the transformative power of collective impact when properly implemented across multiple sectors.

The Challenge

Educational gaps affecting 300,000+ students across the Cincinnati region, with fragmented services and competing organizations working in isolation.

The Coalition

300+ organizations across all sectors committed to coordinated action with shared measurement and continuous communication.



Success Story:

Cincinnati's Strive Partnership

23%

Kindergarten Readiness
increase in students prepared
for school

15%

High School Graduation
improvement in graduation
rates

18%

College Enrollment
increase in post-secondary
participation

\$47M

Coordinated Funding
mobilized through collaborative
partnerships

**Strive's success came from getting everyone rowing in the same
“ direction, not rowing harder. ”** - Jeff Edmondson, Strive Partnership
Founder

Building Powerful Community Coalitions

Transform your community through strategic cross-sector partnerships. Learn the proven CityServeX model that brings together **business, faith, government, and nonprofit leaders** to achieve collective impact that no single organization can accomplish alone.



The CityServeX **Four-Lane Model**

CityServeX has developed a proven framework that brings together what we call the **"four lanes" of community influence**. Each sector brings unique strengths that, when combined strategically, create exponential impact.



Business Sector

Capital and financial resources, efficiency and innovation, job creation and economic development, market-based solutions, and professional expertise that drives sustainable growth.



Government Partners

Policy change capability, public resources and funding, systemic solutions, regulatory support, and data and research that enables large-scale transformation.

The CityServeX Four-Lane Model

CityServeX has developed a proven framework that brings together what we call the **"four lanes" of community influence**. Each sector brings unique strengths that, when combined strategically, create exponential impact.



Faith Communities

Large volunteer networks, meeting facilities and infrastructure, moral authority and trust, deep community relationships, and spiritual care that provides hope and healing.



Nonprofit Organizations

Direct service delivery, specialized expertise, community trust and credibility, advocacy experience, and connection to vulnerable populations that ensures no one is left behind.

“Cross-sector partnerships leverage the unique strengths of each sector while compensating for individual weaknesses.”

- James Austin, Harvard Business

School

Building Your Coalition:

Step-by-Step Process

Phase 1: Pre-Formation (Months 1-3)

- **Stakeholder Analysis:** Map potential partners using influence/interest grid and identify champions in each sector. Research existing coalitions to avoid duplication.
- **Community Readiness Assessment:** Evaluate shared problem recognition, leadership willingness, collaboration history, and available coordination resources.
- **Individual Conversations:** Schedule one-on-one meetings using conversation starters like "What keeps you up at night about our community?" and "Who else should be part of this conversation?"

Phase 1: Pre-Formation (Months 1-3)

Building Your Coalition:

Step-by-Step Process

Phase 2: Formation (Months 4-6)

- **Convening Meeting:** Host initial gathering with structured agenda including introductions, community data presentation, coalition concept explanation, and commitment discussion.
- **Vision Development:** Use appreciative inquiry approach asking "What would our community look like if we were successful?" Create shared vision statement and identify 2-3 initial focus areas.
- **Operating Agreement:** Establish meeting schedule, decision-making process, communication protocols, resource sharing agreements, and conflict resolution procedures.

Phase 2: Formation (Months 4-6)

Building Your Coalition:

Step-by-Step Process

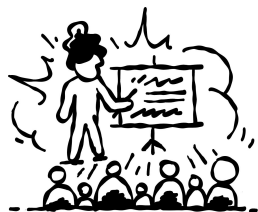
Phase 3: Implementation (Months 7-12)

- **Launch Collaborative Initiative:** Begin with non-threatening project that demonstrates value and builds trust across sectors.
- **Establish Measurement Systems:** Create shared metrics and regular reporting mechanisms to track progress and adjust strategies.
- **Sustainability Planning:** Develop diverse funding, leadership development, and community ownership strategies for long-term success.

Phase 3: Implementation (Months 7-12)

Overcoming Common Barriers to Collaboration

Every coalition faces predictable challenges. Understanding these barriers and having proven strategies to overcome them is essential for long-term success.



Different Cultures

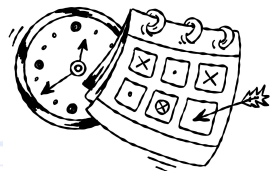
Business values efficiency and quarterly results, faith thinks generationally about mission, government works in electoral cycles on policy, nonprofits focus on impact and outcomes. Create shared vocabulary and establish meeting norms that respect all cultural styles.

Overcoming Common Barriers to Collaboration



Turf Protection

Organizations naturally protect their territory and resources. Start with non-threatening collaborative projects that demonstrate mutual benefit. Focus on expanding the pie rather than dividing existing resources.



Time Constraints

Busy leaders struggle to find time for additional meetings. Demonstrate clear value and return on time investment. Use efficient meeting formats and respect participants' schedules.

Overcoming Common Barriers to Collaboration

Trust-Building Strategy: Trust is the foundation of all collaborative relationships. It must be earned through consistent actions over time. Start small, deliver on commitments, and celebrate wins together.

Research by Rosabeth Moss Kanter at Harvard identifies that successful coalitions:

- Use skilled facilitation to draw out all voices equally
- Focus on shared values to find common ground first
- Celebrate individual contributions to honor each sector's unique role.

Resource Coordination and Gap Filling

John McKnight's research shows that communities typically have 80% of the resources they need—they just lack coordination systems. The CityServeX model creates this coordination infrastructure.

Identify Need

Community Ambassador brings unmet need to coalition that isn't available through existing resources

Evaluate Impact

Measure results and adjust approach based on effectiveness and community feedback



Leverage Networks

Coalition members use their sector networks to identify potential solutions and resources

Form Partnerships

New collaborative relationships develop to address identified gaps in services

Coordinate Delivery

Resources are delivered through appropriate sectors with coordinated approach

Resource Coordination and Gap Filling

Four Types of Resources to Coordinate

- **Financial Resources:** Grants, donations, in-kind contributions, shared funding
- **Human Resources:** Volunteers, skilled professionals, board members, mentors
- **Physical Resources:** Meeting spaces, equipment, vehicles, storage
- **Knowledge Resources:** Expertise, data, training, networks

Success Indicators

- Needs addressed not found elsewhere
- Cross-sector partnerships formed
- Resources mobilized and coordinated
- Individuals and families served
- Policy changes influenced



Your 90-Day Action Plan

Success requires immediate action. This structured plan transforms today's learning into tomorrow's community transformation. Each phase builds momentum while establishing sustainable systems.

DAYS
1-30

Days 1-30: Foundation Building

Your Critical Tasks: Complete stakeholder mapping exercise identifying potential champions in each sector. Research 3 existing coalitions in your area to learn and avoid duplication. Schedule 5 one-on-one conversations with potential coalition partners. Identify 2 immediate community needs for coalition focus. Connect with CityServeX for initial support and resources.

Your Personal Commitment: Before you leave today, commit to one conversation with a potential coalition partner this week, one community need you'll champion through coalition building, and one resource your organization can contribute to collective impact.

Your 90-Day Action Plan

Success requires immediate action. This structured plan transforms today's learning into tomorrow's community transformation. Each phase builds momentum while establishing sustainable systems.

DAYS
31-60



Days 31-60: Coalition Formation

Your Critical Tasks: Host initial convening meeting using proven agenda template. Develop shared vision statement through appreciative inquiry process. Establish meeting schedule and communication protocols. Complete community asset mapping to identify existing resources. Launch first collaborative project to build trust and demonstrate value.

Your Personal Commitment: Before you leave today, commit to one conversation with a potential coalition partner this week, one community need you'll champion through coalition building, and one resource your organization can contribute to collective impact.

Your 90-Day Action Plan

Success requires immediate action. This structured plan transforms today's learning into tomorrow's community transformation. Each phase builds momentum while establishing sustainable systems.

DAYS 61-90

Days 61-90: Implementation Launch

Your Critical Tasks: Launch first collaborative initiative with measurable outcomes. Establish measurement and reporting systems for ongoing evaluation. Create public communication strategy to share successes. Plan 6-month sustainability strategy including funding and leadership development. Schedule first quarterly review to assess progress and adjust approach.

Your Personal Commitment: Before you leave today, commit to one conversation with a potential coalition partner this week, one community need you'll champion through coalition building, and one resource your organization can contribute to collective impact.

Your 90-Day Action Plan

“ **Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has.** - Margaret Mead ”

Your community has abundant resources and passionate people. The only thing missing is someone willing to bring them together. Today, you become that someone. CityServeX provides ongoing support through monthly coalition leader calls, best practice sharing, technical assistance, and national network connection.



Remember: The best time to plant a tree was 20 years ago. The second best time is now. Your coalition starts with your first conversation this week.



Q & A

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Thank You



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