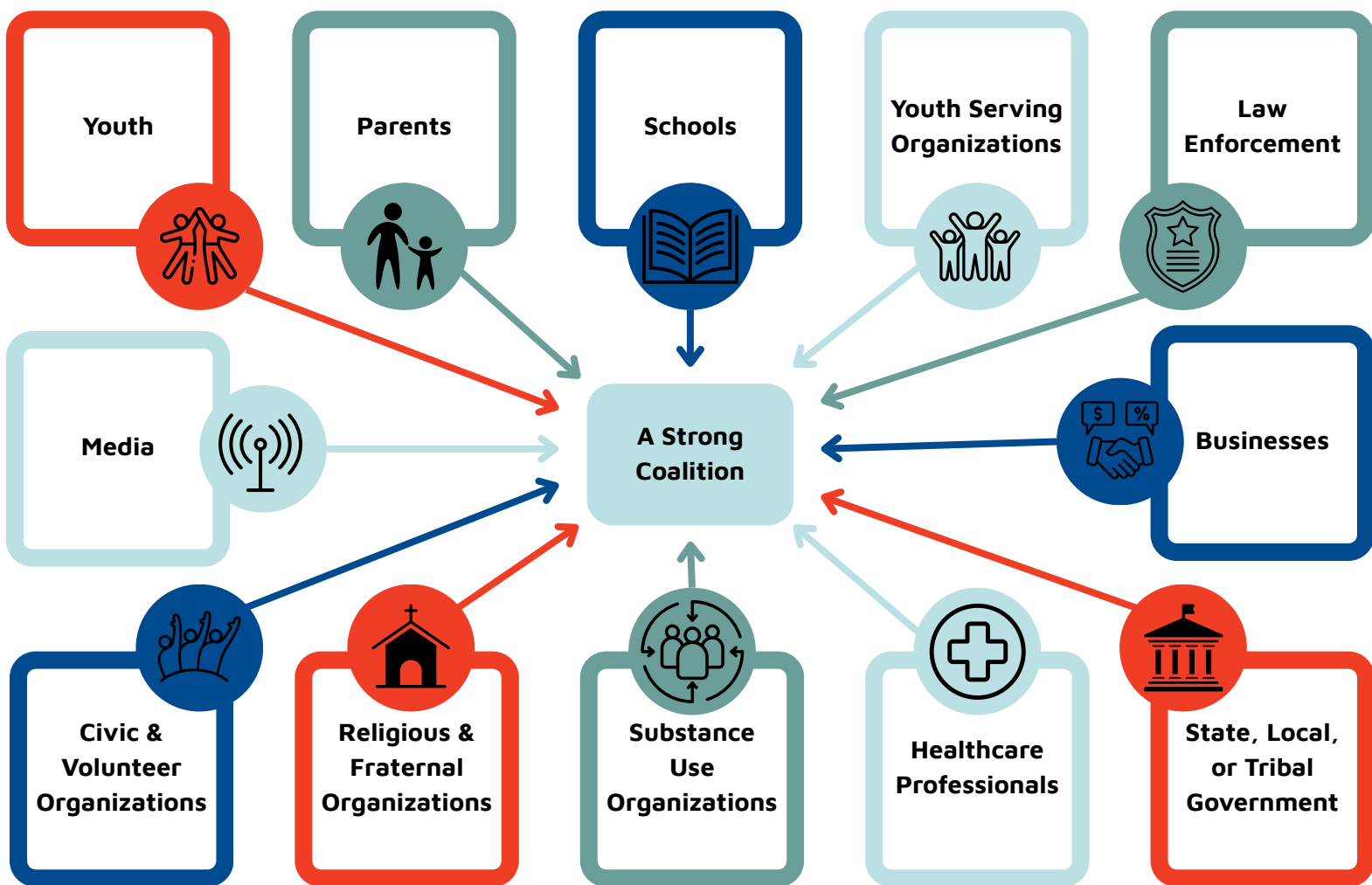


# Engaging the 12 Sectors of Coalition Representation

A strong, effective coalition reflects the community it serves. By bringing together stakeholders from a wide range of sectors, coalitions can tap into unique perspectives, expertise, and resources. The strongest coalitions intentionally engage representatives from all 12 key sectors.



## How to Engage the 12 Sectors

Relationship Building; start by forming genuine personal connections

Identify Their "WIFM" (What's In It For Me?); frame the benefits based on their sector

Clarify Expectation; be upfront about what participation entails

Leverage Your Network; An existing relationship can be more effective than a cold call

Find Champions; people in each sector that have the passion and are already active

Source: <https://kscourts.gov/KSCourts/media/KsCourts/Trial%20court%20programs/12-sectors-Toolkit-handout.pdf>

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