

Coalition Building & Maintenance

A coalition of concerned organizations can often be the most effective method to bring about a desired policy goal. The combined voices of many organizations/stakeholders/advocates can exert a powerful influence on the legislative process and bring about impressive results not easily achieved by any single entity. The process requires effective targeting of potential partners and the creation of an assertive strategy to realize your ambitions.

The Sheridan Group has extensive experience in organizing and managing coalitions with an impressive record of success. In January, 2000, the **American Cancer Society** called upon The Sheridan Group to help establish an unprecedented coalition devoted exclusively to increasing federal appropriations for cancer. Under the banner of **One Voice Against Cancer**, over 40 cancer organizations were brought together to advocate for increased funding for cancer research and application programs. To launch the coalition, The Sheridan Group recruited participants and managed coalition operations, communications and strategy. The Sheridan Group developed effective messages for advocacy and spearheaded grassroots lobby days on Capitol Hill. In only three years, One Voice Against Cancer achieved significant increases for cancer programs at the Centers for Disease Control, including a 428% increase for the Colorectal Cancer Prevention and Control Initiatives, and helped push Congress to complete the doubling of the National Institutes of Health budget.

The Sheridan Group has been actively involved in the formation and/or management of several other leading coalitions, including the **ENACT (Effective National Action to Control Tobacco) Coalition**, the **CAEAR (Communities Advocating Emergency AIDS Relief) Coalition** and the **Patient Access Coalition**.