

ADVOCACY

Coalition-Building & Public Messaging Tips

A BNN Member Resource · 2026 Edition

Civil society is stronger together. This guide covers how to build effective coalitions and communicate with impact.

Why Build a Coalition

- Amplifies your voice and credibility with decision-makers.
- Pools scarce resources and expertise.
- Reduces duplication and builds a united civil society front.

Steps to Build a Coalition

1. Define a shared, specific goal.
2. Identify partners who share the goal (members and non-members).
3. Agree on roles, decision-making, and a simple governance structure.
4. Set a realistic workplan with milestones.
5. Communicate regularly and celebrate shared wins.

Messaging Principles

- Know your audience and what they care about.
- Lead with values and a human story, then the facts.
- Keep it simple: one core message, repeated consistently.
- Always include a clear call to action.

Message Framework

Audience	Core Message	Call to Action
[e.g., the public]	[what they should feel/know]	[what to do]
[e.g., policymakers]	[the ask + evidence]	[decision requested]
[e.g., funders]	[impact + value]	[support requested]

Media & Social Media Tips

- Prepare 2–3 key messages before any interview and bridge back to them.
- Use a consistent handle, logo, and tone across platforms.

- Pair every post with a visual; tag partners and relevant officials.
- Track what resonates and do more of it.

This resource provides general guidance only and is not legal, financial, or professional advice. Requirements in Belize may change — confirm current obligations with BCCAR and the FSC.