



Recruitment & Coalition Building Training

Los Angeles Tobacco Control & Prevention Program
Center for Tobacco Policy & Organizing

December 7, 2010
9:00-12:30 p.m.

AGENDA

- 9:00 a.m. Welcome & Introductions
- 9:15 a.m. Recruitment Overview
- 9:30 a.m. Making a Pitch
- 10:00 a.m. What Kind of Coalition Are You Trying to Build?
- 10:15 a.m. Challenges of Recruitment
- 11:00 a.m. Break
- 11:15 a.m. How to Use Your Coalition to Keep Your Coalition Going
- 11:30 a.m. Have Engaging Coalition Meetings
- 12:15 p.m. Wrap up & Evaluations
- 12:30 p.m. Adjourn