



**COALITION BUILDING**

**Listserv:** How do we reach out to our participants? Instructions for creating a coalition listserv. To be used by coalition leadership to set up a group email and facilitate communication among coalition members.

---

**Listserv**

Coalitions can create a centralized email address for general use by the leadership team instead of using a personal or work email. This will provide a consistent method of communication for leadership regardless of staff changes. Additionally, it helps the leadership focus on coalition duties during the week and minimizes interference with other responsibilities.

A few things to consider:

- Create an email address that is easy to remember and professional (ie: info@yourlocalcoalition.com, if you have a website). Alternatively, Google lets you create a FREE Gmail address (ie: coalitionname@gmail.com).
- Who will monitor the email address and with what frequency? It is recommended to have more than one person responsible for maintaining the email line of communication.
- Set up auto-email to inform inquiry emails that the message was received and they will receive a response from a coalition member in the near future.
- Signature – should a standard email signature be used?