MOVEMENT SUSTAINABILITY

To ensure change will be made, your organization must have the leadership and stamina to last over time. The following strategies can help ensure your organization's sustainability.

CO-LEADERSHIP MODELS

To ensure the club and its efforts continue after students graduate, consider implementing a co-leadership model for your executive board. A co-leadership model involves two people sharing a position.

Designating a co-officer for each position or major officer position (such as president or vice president) can ease the transfer of leadership as officers graduate. Ideally, in a co-officer position, one co-officer will be a class or two older than the younger co-officer.

CFC's leadership development model involves relationship building, continual engagement, and invitations to lead programs and initiatives. Implementing these steps within your organization will help future leaders grow, strengthen their connections, and increase their leadership confidence and experience.

LADDER OF ENGAGEMENT

The ladder of engagement is a tool for understanding how people become involved with your organization and grow as leaders. As people move up the rungs of the ladder, they become increasingly engaged with the organization.

Sustainable organizations always have people at different places in the ladder, meaning that the organization consists of people at varying levels of engagement. This means continually working to invite new audiences and develop emerging leaders.

Organizing means inviting your community into deeper engagement with you. This can look like hosting an organizing 1:1 with a new member to build your relationship, offering training to boost your base's skills, or inviting potential advocates to an action or event.

While the goal is to move folks up the ladder, not everyone will, and that is ok! Making sure your organization offers opportunities for engagement for people at different places on the ladder is critical.

ORGANIZING LADDER OF ENGAGEMENT



COALITION BUILDING

Coalition building involves creating joint initiatives with partner organizations to achieve shared goals. This technique can amplify a movement: Strength in numbers can become strength in culture.

- **University Staff and Faculty:** Collectively engaging students, faculty, and staff creates a united front, which is important in changing university culture and policy. Having faculty and staff support for an initiative can be valuable and influential, especially in the eyes of the administration.
- **Other Student and Community Organizations:** Collaborating with neighboring campus reproductive justice organizations is important for sustainability and network growth. Through meetings with other campus groups at nearby universities, you'll find solidarity in your movement and a reminder that you're not alone in the work. Through collaboration, your organization and your new partners can share experiences of what has and hasn't worked for your groups and movements, helping everyone grow.

Building coalitions also means showing up for other organizations and our community. *Showing up expands your network and connections, broadens your base, and demonstrates community solidarity and strength. Here are some ways to show up for other organizations and your community:*

- *Get involved with existing community organizing, particularly within local houses of worship*
- *Mobilize your members to attend community rallies, protests, and general events*
- *Participate in community mutual aid efforts*