1. Who is most directly impacted by the issues we are trying to address?

These could include individuals, organizations representing those individuals, religious institutions and others.

2. Which organizations and individuals already work on this issue?

3. Who do people listen to in relation to this issue?

These could include elected officials, religious leaders, student leaders, or others who would bring greater credibility and visibility to the coalition’s efforts.

4. Who has done similar work in the past that the coalition might learn from?

5. Review the list

Who is from the formal sector? Who is from the informal sector?

6. Who is missing from the formal sector?

7. Who is missing from the informal sector?