Taking Your Breastfeeding Coalition to the Next Level

Key Word for today's conversation: OPERATIONAL

- Mission + Plan + Goals
- Strong Staff Leadership
- Appropriate Funding
- Engaged, Focused Board
- Meaningful Volunteer Support
- Key Community Partners

New Mexico Breastfeeding Task Force
Staffing: Independent Contractors

- Contractors or Employees?
- Contract Template
  - Taxes (W-9/1099)
  - Scope of Services/Deliverables – connect to contracts/grants
  - Clarify details – expenses, ownership of products, termination, etc.
  - Who they report to and who monitors work (Chair?)
- Conflict of Interest – cannot serve on Board

Key Message: It’s important to have written contracts.

Funding: Multiple Possibilities

- Grants
  - Partner with other organizations to seek funding
  - USBC Power Tools archives
- Fee for service (sub-awards/sub-contractor)
  - Consider the skills and your subject matter expertise
- Contract with partners for breastfeeding support
  - WIC
  - State & Local Health Dept. (e.g. Title V, SPAN grant, etc.)
  - Home Visitors (MEICHV, PAT, Head Start, etc.)
  - Child Care
  - Hospitals
  - Businesses
  - Prison system

Key Message: Seek a variety of funding sources.
Funding: Handling the Money

- **Budget**
  - Use a simple template
  - Monitor regularly
- **Indirects/Admin Costs**
  - Include in grant applications
  - Rules for calculation
- Submit professional invoices with receipts
- Invest in technical software – to generate reports

Key Message: Plan and manage budget + help is available!

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Partners: Seeking & Maintaining Relationships

- **Think outside the “Lactation Box”**
  - Serve in solidarity with partners working on related issues: obesity, chronic disease, population health, infant mortality, health equity, childcare, and stay true to your mission
- **Play nice in the sand box**
  - Rebuild when there has been damage
  - Take a supporting role when necessary
  - Another webinar subject?

Key Messages: Invest time, stay aware of capacity, and maintain consistent messaging
Other ways to grow

- Board governance
- Chapters/Local Coalitions – growth & support of membership
- Institutional knowledge – both for coalition and of partners
- Seek unusual partners
- Strategic Plan/Framework & Action Plan (another webinar?)
  - Creating opportunities is an Action
  - Building relationships is an Action

Key Message: Grow thoughtfully!

Resources

- The Way We Think About Charity is Dead Wrong
  Dan Pallotta, TED Talk
- USBC Power Tools webinars:
  - Diverse Funding: Building an Engine for Change
  - Grantseeking Basics
- USBC Racial Equity Webinar Series
- New Mexico’s Center for Nonprofit Excellence
- Look for NPO SUPPORT in your State

Key Message: There is a lot of support for your success!
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