

PHOENIX RISING | LESSON 7

Collective Action

Coalition Building Toolkit

A practical toolkit for mapping stakeholders, planning coalition actions, and building sustainable movements for anti-racist transformation.



PHOENIX RISING

Anti-Racism Leadership Programme

oxytocin-anti-racism-training.com

"I woke up. I did the work. I transformed my practice. But that wasn't enough."

About This Toolkit

This toolkit accompanies Lesson 7: Collective Action. It provides practical tools for building coalitions, organising allies, and scaling anti-racist practice from individual transformation to institutional movement.

Part 1: Stakeholder Mapping

Map the people in your system by their current position on racial equity.

Category	Who?	What motivates them?	How to engage them
Champions <i>(Already committed)</i>			
Persuadable <i>(Open but cautious)</i>			
Passive <i>(Disengaged)</i>			
Resistant <i>(Actively opposing)</i>			

Part 2: Coalition Action Plan

Action	Lead	Timeline	Resources Needed	Success Measure
1.				
2.				

3.				
4.				
5.				
6.				

Part 3: Movement Sustainability

Movements fail when they depend on one person. Plan for sustainability.

Who else can lead this work if you step away?

What structures (not just people) will sustain this?

How will you celebrate progress to maintain momentum?

What is your 6-month vision for this coalition?

"Individual transformation is necessary but never sufficient. Liberation is collective."