



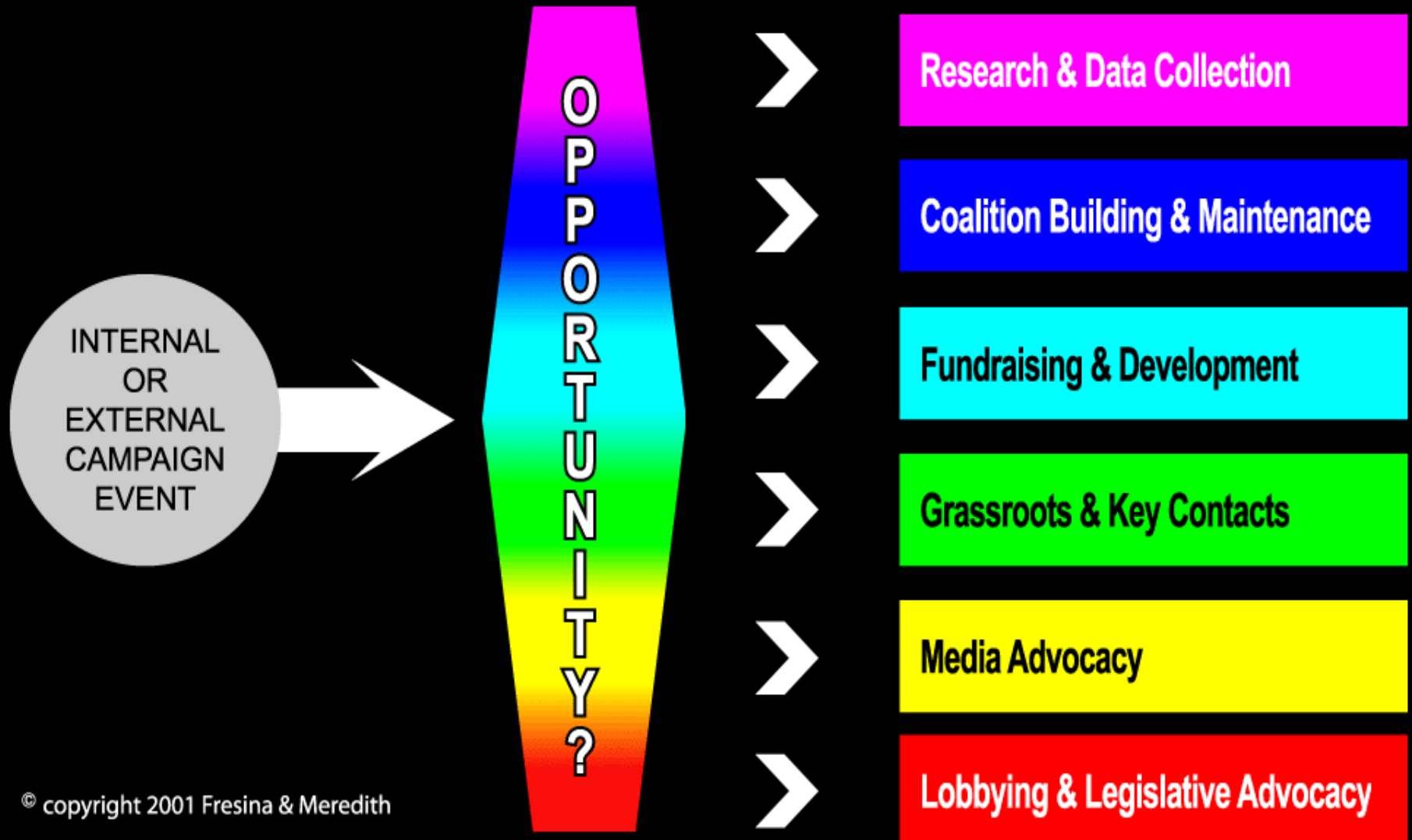
# The Power Prism

a tool for advocacy planning,  
execution & evaluation

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# ADVOCACY POWER PRISM



# Key Advocacy "Power Tools"

- Research & Policy Analysis
- Coalition-Building & Maintenance
- Fundraising & Development
- Grassroots & Key Contacts
- Media Advocacy
- Lobbying & Legislative Advocacy

# When should the Power Prism be triggered?

- Whenever “something” happens –
  - *May be an internal or external campaign event*
- Event should prompt coalition to **STOP** and ask themselves: “Is this an opportunity to execute any or all of the six advocacy strategies laid out in Power Prism?”

# Internal events are controlled by coalition/campaign - *proactive*

- Press events
- Enlistment of new coalition members, endorsements
- Filing of legislation
- Conducting & releasing poll
- Launch of new campaign
- Community-based actions against tobacco

# External events are out of coalition control - *reactive*

Requires advocates to be reactive and nimble.

- National data is released relative to issue
- Lawmakers propose bad legislation (or good)
- Passage/failure of similar legislation in another state
- Negative editorial
- Proposed funding cuts, etc.

# What can the Power Prism model be used for?

- Campaign planning
- Campaign needs assessment (SWOT-style)
- Subcommittee functions
- Meeting agendas
- Budgets
- Evaluations

# Step One

Internal or external event as catalyst  
*"Something" happens*

# Step two -

Coalition makes quick assessment:

Does the event create an opportunity or need to employ any or all of the Power Prism tools?

Internal or external event as catalyst

RESEARCH & POLICY ANALYSIS

COALITION BUILDING & MAINTENANCE

FUNDRAISING & DEVELOPMENT

GRASSROOTS & KEY CONTACTS

MEDIA ADVOCACY

LOBBYING & LEGISLATIVE ADVOCACY

# Step three - prioritize what those related power-building actions might be

Internal external event as catalyst

Research & Policy Analysis

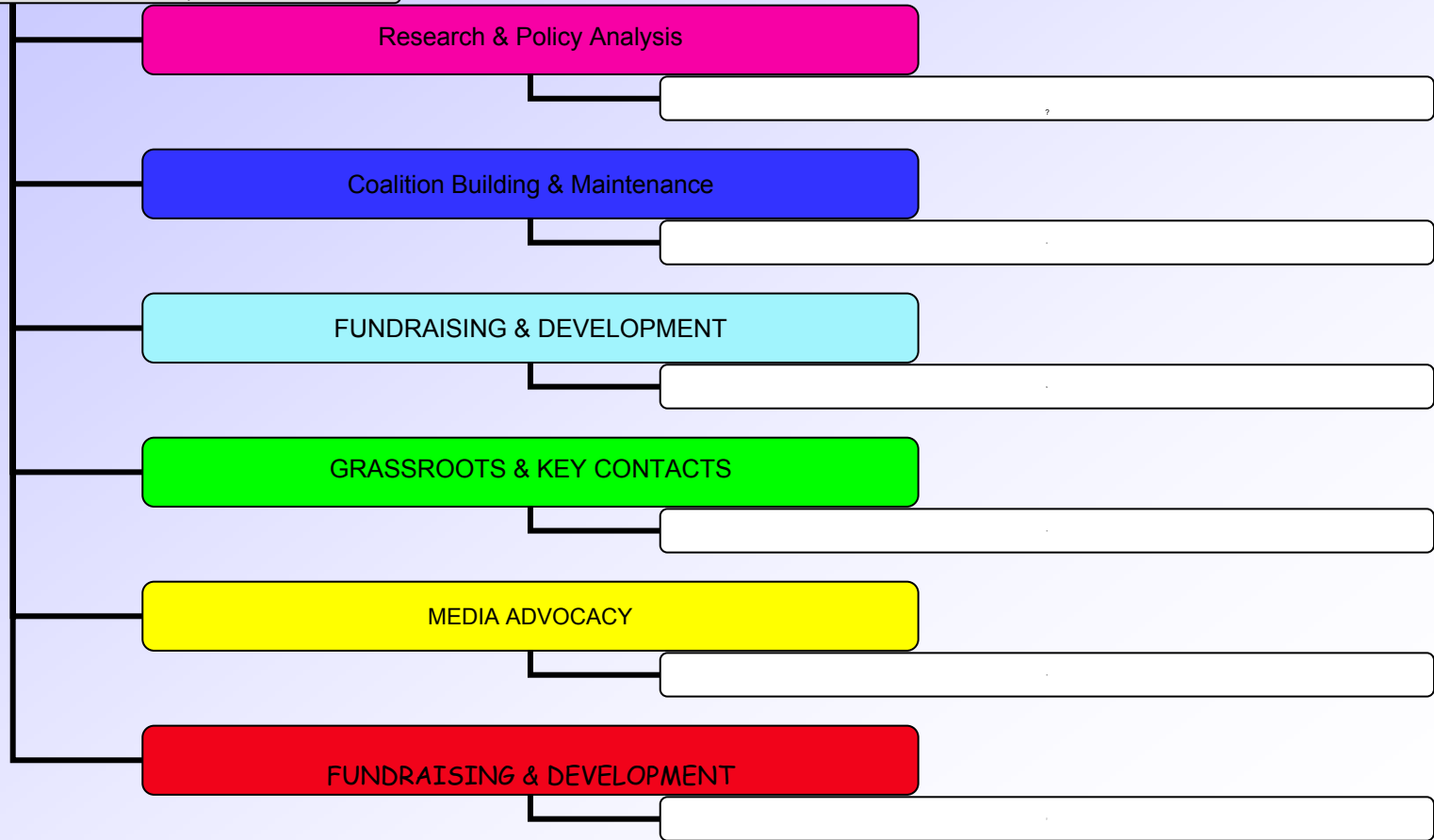
Coalition Building & Maintenance

FUNDRAISING & DEVELOPMENT

GRASSROOTS & KEY CONTACTS

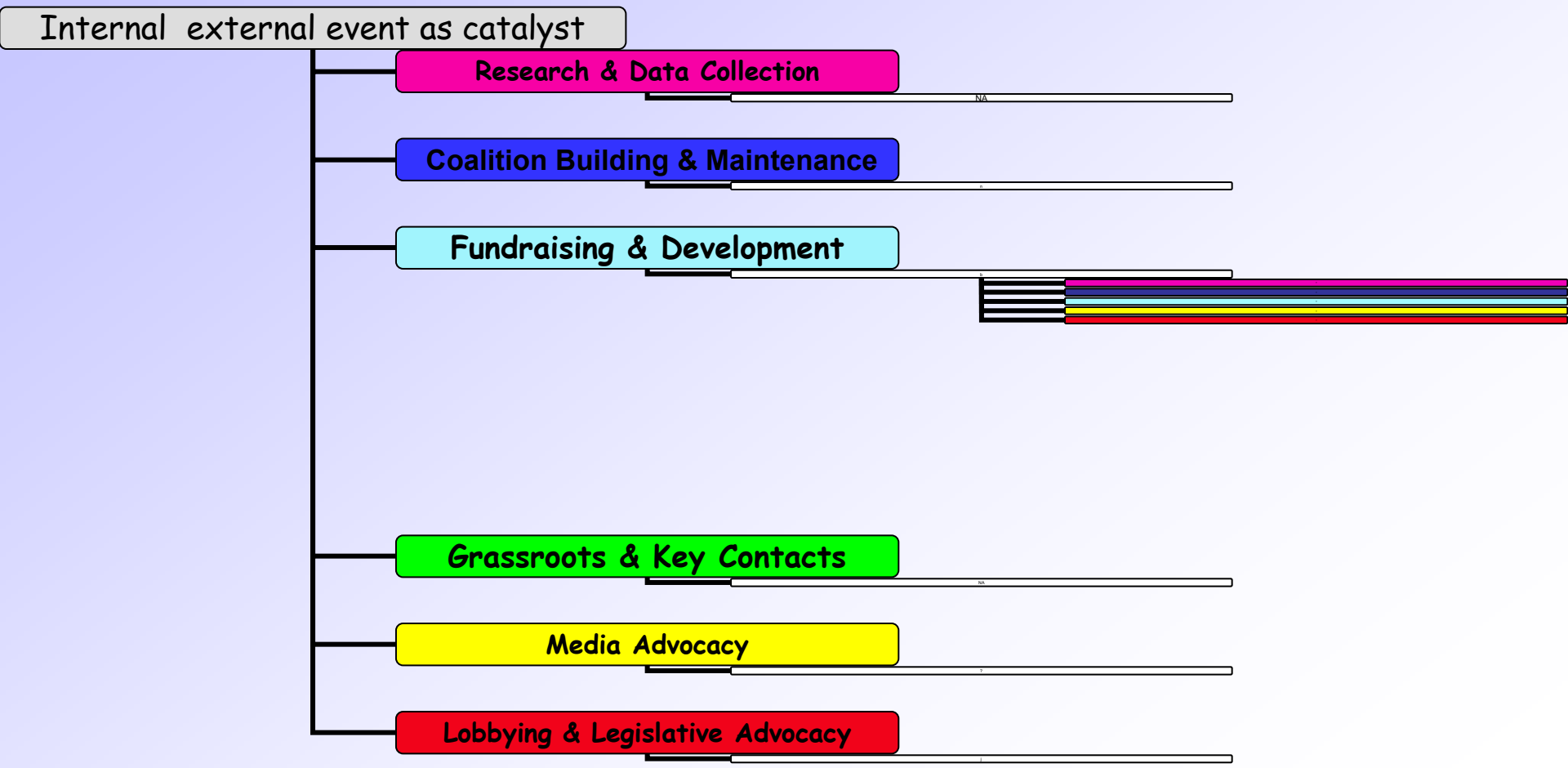
MEDIA ADVOCACY

FUNDRAISING & DEVELOPMENT



# Step Four -

Do any of the related actions provide opportunity for any further Power Prism tactics?



# Step One

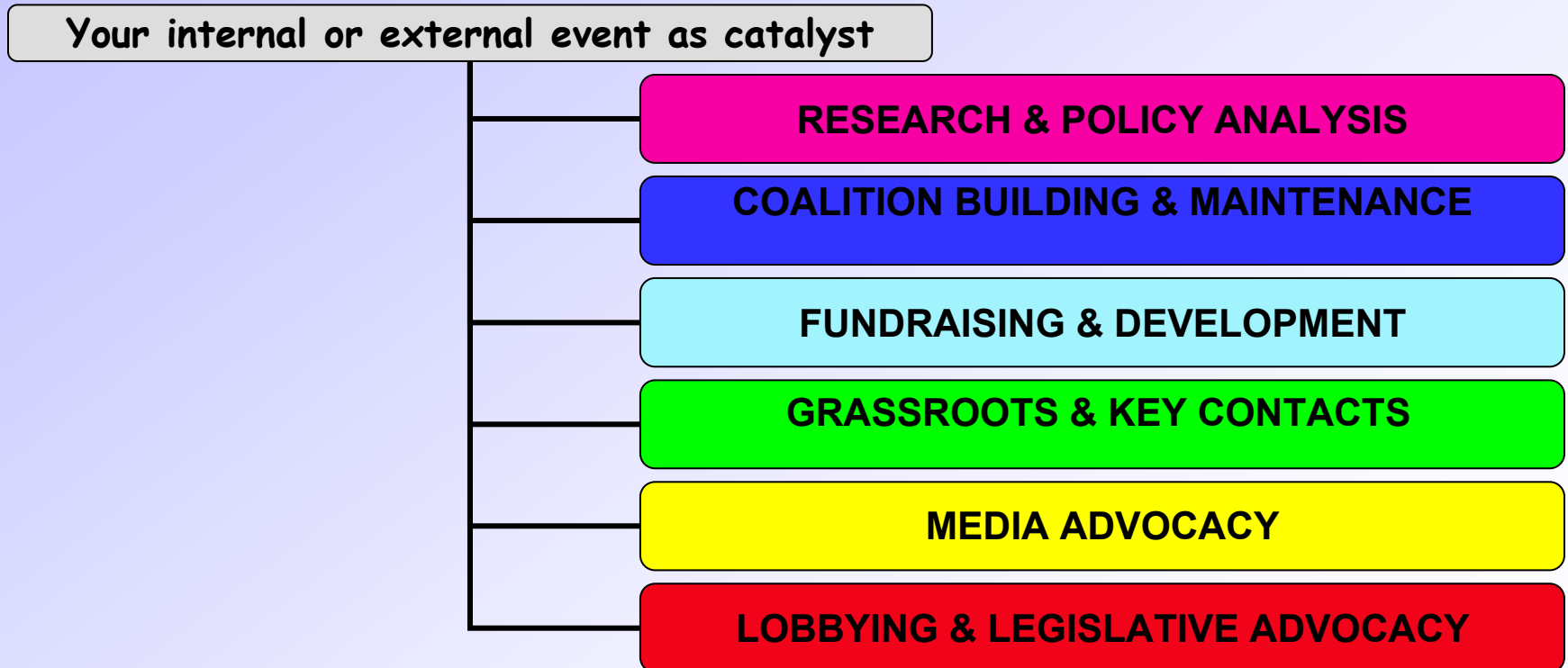
Internal or external event as catalyst  
*"Something" happens*

Your example:

# Step two -

Coalition/organization makes quick assessment:

Does the event create an opportunity or need to employ any or all of the Power Prism tools?



## Questions to ask on:

# Research & Policy Analysis

- What info do you need to advance your goals?
  - Political research/data:
    - Voter polling & focus groups
    - What info do you need about opposition?
  - Scientific research/data:
    - Are your policy goals data-driven?
    - Do you have relevant local, state and national data?
    - What info do you need about opposition?
- What intel do you need on decision-makers?
  - Have you “[Googled](#)”, legislative targets, potential coalition partners, key media & grassroots to create “power profiles”?

Questions to ask on:

# Coalition Building & Maintenance

- Based on MOTIVATED SELF-INTEREST
  - Are there other organizations that share your mission?
  - Are there other organizations that share your vision?
  - Are there other organizations that embrace your tactics and strategies as means for fulfilling their own mission and vision?

## Questions to ask on:

# Fundraising & Development

- Are you keeping past, current and prospective funders in the loop –sharing good news & needs?
- Before approaching prospects, do you have 2 budgets?
  1. Bare bones
  2. Fantasy
- What are potential sources of funding to cover those expenses?
- Do you have the skills/knowledge/relationships to tap into potential funding?
- What might you get others to kick in for free (in-kind)?

## Questions to ask on:

# Grassroots & Grasstops/Key Contacts

- Who is your core constituency?
- Who is your target constituency?
- Where/how can you find them?
- How can you organize them?
- How can you connect them to relevant decision-makers?
- Do you have easy-to-reach grassroots & key contacts in all key voting districts?
- Do you have district captains in key districts?

Questions to ask on:

## Media Advocacy

- Do you have the tools to “do” media advocacy well?
  - How to’s of press releases, editorial board visits, media advisories, letters to the editor, etc.
- What are your key message points?
- Do you have relationships with key media?
- Do you have credible spokespersons for key topics?

Questions to ask on:

# Lobbying & Legislative Advocacy

- How much do you know about your decision-makers (legislative/executive/regulatory)?
- How will you get to know those targets, their key staff, etc?
- How much do your targets know about you?
- Have your legislative allies been briefed on pending campaign actions?
- Are you proactively created HERO OPPORTUNITIES for allies and would-be allies?
- Are you a “presence” in spheres of influence?

# ADVOCACY POWER PRISM

