

## Using the Power Prism to develop action plans for policy advocacy campaigns

Power Tool

Who is responsible for task? By when?

### Research & Policy Analysis

#### Key Questions:

Do you need help drafting a regulation or bill or ballot question?

Is the draft complete?

How much "intelligence" do you have on grassroots/grasstops? (WHO DO THEY KNOW???)

Has coalition met with proposed enforcing agent or administrative office that will be part of your solution?

How much "intelligence" do you have on legislative/administrative targets?

Who is your opposition? How much do you know about opposition?

What data do you need?

Do you have sufficient and up-to-date polling data of voters?

How much do you know about your media's support for this issue?

### Coalition Building & Maintenance

#### Key Questions:

Is there already a coalition working on your issue?

If so, what organizations are part of the coalition currently?

Do current members need to reenlist for 200 - 2006 campaign?

Of those, which are ACTIVE participants? Core decision-makers and worker-bees?

Why are other organizations less engaged?

**What other organizations need to be invited?**

Who will invite those organizations to join?

By what date will outreach occur?

Do you have a good recruitment pitch, package and formal enlistment form?

Of those, what's in it for them?

Do member organizations forward your action alerts to their grassroots?

How do you track coalition participation?

Are political decision makers aligned with organizations that could be enlisted? (As board members, donors, volunteers, bill sponsors, etc.)

Does the coalition provide template newsletter articles, recruitment tools to members organizations?

If not, should it?

Is the leadership of coalition solid?

Does the coalition include organizations that represent and include those constituencies that your policy campaign seeks to help?

## **Fundraising & Development**

### **Key Questions:**

Do you have a campaign budget?

What in-kind donations might member organizations commit to contributing? (Printing, mailing, meeting space, food for meetings/events, lobbyist time, etc.)

Are there local foundations, businesses, etc. that might help fund clean indoor air campaign?

Is there a fiscal agent for campaign??

Might you approach grassroots activists and member organizations to help raise enough money to pay for a campaign "product"? (Poll, advertisement, window decals, direct mail piece, etc.)

What in-kind donations might member organizations commit to contributing? (Printing, mailing, meeting space, food for meetings/events, lobbyist time, etc.)

What organizations might find a public-private partnership appealing & marketable?

Are there places you can go to raise hard cash for lobbying?

## **Grassroots & Key Contacts**

### **Key Questions:**

How many grassroots activists do you have access to?

Of those, how complete are your records (email addresses, voting addresses, phone number, personal relationship to issue, relationship to decision-makers, etc.)

What is your online capacity for grassroots recruitment and mobilization?

Who manages communications with grassroots?

How often do you communicate with grassroots?

Have you been trained in writing for online action?

Do you have highly active activists in key voting districts?

Do you have district captains in key districts?

What offline opportunities are there for grassroots activists to meet coalition members?

...to meet each other?

...to meet their lawmakers?

Do you train your grassroots members in becoming better advocates?

## Media Advocacy

### Key Questions:

Do you have a complete and up-to-date media list?

How strong are your relationships with the media?  
(Political reporters, health reporters, editors, etc.)

Do grassroots activists and coalition members know basic principles of media advocacy (How to's of writing press releases, Editorial Board meetings, events, etc.)

**Who will be your spokespeople on key issues  
(include contact phone number and title)**

*Vulnerables (people negatively impacted by issue your campaign seeks to improve)*

*Health effects (if it's a health problem)?*

Public support for issue and/or solution?

*Economic impact of proposed policy?*

*Spokespersons from key coalition organizations?*

Do you have a training plan for spokespersons?

## **Lobbying & Legislative Advocacy**

### **Key Questions:**

Who are your key targets at each step of the campaign?

Do you have a good lobbyists at the state capitol monitoring all bills that might impact your campaign?

Can you create schedule of regular literature drops to key decision-makers?

Will member organizations take responsibility for different drops? Schedule?

Can you develop a calendar of events that will draw lawmakers to which /through which you might educate them about your issue?

Is state lobbyist informed of all related local campaigns in order to keep state reps and state senators in the loop so they don't overreact with bad state bill if local fight gets hot?

Do you know everything about your lawmakers that you need to know? (What makes them tick? Who do they most support, etc.)

Do you have good legal expertise to advise your policy work and assess drafts?