



POWERPRISM

A TOOL FOR ADVOCACY PLANNING, EXECUTION & EVALUATION



Power Prism® Campaign Planning Tool

1. What is the big picture problem you want to solve?
2. What do you want to achieve NOW?
3. Why do you want it? What data illustrates the problem (the long-term objective) and defends your solution (campaign issue)?
4. Who has the power to give it to you? Remember to be specific and name individuals, not decision-making bodies.
5. Who are your current coalition partners who will work on this campaign? Who are the organizations that might be recruited as coalition partners because they care about this campaign?
6. Of those partners, which have grassroots members who will work on this campaign?
7. Who is your opposition? Who loses – or perceives they lose – if you win?
8. What are the processes and timelines for influencing decision-makers?

Look back at your response to Question #4 and for each of the “power tool” tactic areas, generate some ideas about how you might influence or pressure the decision-maker target to support your campaign goal.

Research and Data Collection tactics:	Why do you think this tactic might influence this key decision-maker?
Coalition Building and Maintenance tactics:	Why do you think this tactic might influence this key decision-maker?
Fundraising and Development tactics	Why do you think this tactic might influence this key decision-maker?
Grassroots and Key Contacts tactics	Why do you think this tactic might influence this key decision-maker?
Media Advocacy tactics	Why do you think this tactic might influence this key decision-maker?
Decision-Maker Advocacy tactics	Why do you think this tactic might influence this key decision-maker?

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