



Campaign Asset Inventory

Will your partners contribute these resources and assets to the obesity prevention campaign? If yes, to what extent?	No – our partners don’t have this capacity	No – our partners have this capacity but are not planning to do it for this campaign	Yes – our partners will do this somewhat for this campaign	Yes – our partners will do this a lot for this campaign
SRTS Policy Expertise				
SSB Policy Expertise				
HFFI Policy Expertise				
Priority Population(s) Expertise				
Preemption Policy Expertise				
Shared Use Policy Expertise				
Competitive Food Policy Expertise				
Research & Data Collection				
Scientific research				
Policy research				
Population research				
Decision-maker target research				
Opposition research				
Community surveillance to spot problems				
Public opinion polling				
Assessments on scope of problem				
Participatory Action Research (community members gathering data)				
Run trainings on specific childhood obesity policy topics				
Coalition Building				
Secure early and equitable participation of most affected				

populations				
Convene local coalitions				

Coalitions with youth inclusion				
Convene state coalitions				
Convene national coalitions				
Convene priority population coalitions				
Represent the movement within other coalitions				
Run trainings engaging priority populations to help lead and shape coalition work				
Grassroots & Grasstops				
Volunteers or members in every state that can be trained as advocates				
Seasoned advocates in every state that can be segmented by voting district and reached via email				
Grassroots staff at state level				
Grassroots staff at national level				
Grasstops advocates matched to key decision-makers in each state				
Run trainings on engaging youth in policy change				
Run trainings on engaging and mobilizing advocates online				
Run trainings on connecting grassroots to decision-makers				
Run trainings on community organizing				
Media Advocacy				
Issue reports to the public				
Tapped as issue expert by the media				
Promote state/local policy change through Facebook				
Promote state/local policy change through Twitter				
Promote state/local policy change through blogs				
Lead annual event to focus attention on issue				
Trained spokespersons in each state				

Run trainings on media advocacy				
Message development & reframing opposition arguments				
Run spokespersons trainings				
Fundraising & Development				
Resources for state lobbying				
Resources for federal lobbying				
Experience raising unrestricted money for policy advocacy				
Run trainings on how to raise unrestricted funds for advocacy				
Decision-Maker Advocacy				
Paid lobbyists in every state				
Federal lobbyists				
501c4				
PAC contributions				
Voter education				
Experience running state ballot initiatives				
Experience with municipal policy change				
State government leadership experience				
Experience with informing process by which political parties set priorities				
Candidate endorsements				
Candidate education				
Run trainings on what 501c3's can legally do around elections				
Run trainings on how policies are changes at the municipal level				
Run trainings on how policies are changes at the state legislative level				
Run trainings on how policies are changes at the state regulatory level				
State policy campaign planning expertise				
Local policy campaign planning expertise				

Diagnosing Your Coalition

Once you've completed your campaign asset inventory, answer the following questions:

1. Where does your coalition have considerable strengths?
2. Where are the gaps or weaknesses in your campaign assets?
3. Which of these gaps are most essential to fill in order to be successful on your campaign?
4. What organizations might be able and willing to fill those gaps for your campaign?
5. What are your immediate next steps for building your campaign assets?