



POWERPRISM

A TOOL FOR ADVOCACY PLANNING, EXECUTION & EVALUATION



Running a campaign event through the Power Prism® to build more power for your mission – Brainstorm the possibilities

What event happened related to your campaign that is worth attempting to leverage for your mission? (Consider both internal or external campaign events.)

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Research and Policy Analysis – Is there additional info you need to prepare for this event? What info might help you shape a strong response to the event?

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Coalition-Building & Maintenance – How might you inform coalition partners about event and engage them in action? Might it offer coalition partners a chance to shine?

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Fundraising & Development – How might this campaign event present a need or opportunity to enlist your financial supporters as advocates? Might it be used to help raise money for the cause? Should you give funders a heads-up?

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Grassroots & Grasstops – How might your grassroots or grasstops advocates be informed about this campaign event? Activated? Do they have relevant stories or expertise to share?

Media Advocacy – How might this campaign event give you a reason to try to influence key decision-makers through the media? Would the media find this newsworthy and would their coverage advance your cause? Needs? Opportunities?

Decision-Maker Advocacy – How might this campaign event be used to promote decision-maker leadership on the issue? Might there be a potential hero opportunity? How might this event offer another reason for connecting with key decision-makers?

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