



RESEARCH AND DATA COLLECTION

POWER PRISM

A TOOL FOR ADVOCACY PLANNING, EXECUTION & EVALUATION



Power Prism® SWOT Analysis

Prior to embarking on a campaign – even before beginning to plan the campaign strategy -- it is essential for coalitions and advocacy organizations to look internally and ask hard questions to evaluate their capacity in each of the six Power Tools of the Power Prism®. This will guide their campaign planning to ensure they are leveraging their strengths and opportunities, working to strengthen areas of weakness, and minimize threats. What makes coalitions so powerful is that their power comes from the sum of their parts – coalitions should conduct the SWOT analysis as a group rather than individual organizations.

	Strengths	Weaknesses	Opportunities	Threats
Research and Data Collection				
Coalition Building and Maintenance				
Grassroots and Key Contacts				
Fundraising and Development				
Media Advocacy				
Decision Maker Advocacy				

This document may not be reproduced, distributed, or modified, in whole or in part, without written permission. Copyright © 2013 by Lori Fresina and Diane Pickles.