



COALITION BUILDING & MAINTENANCE
POWER PRISM
A TOOL FOR ADVOCACY PLANNING, EXECUTION & EVALUATION



Give & Get of Strategic Partners - Hooks to recruit and retain

Partner Categories	Who do we have?	Who do we want to have?	What will they GIVE to the campaign?	What will they GET from the campaign?
Advocacy organizations that do NOT lobby				
Advocacy organizations that DO lobby				
Public agencies (local, state and federal)				
Decision-maker champions				

Organizations representing priority populations – those most likely to be impacted by your proposed policy change				
Organizations that can influence elections (PACs and 501c4's)				
Other:				
Other:				

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