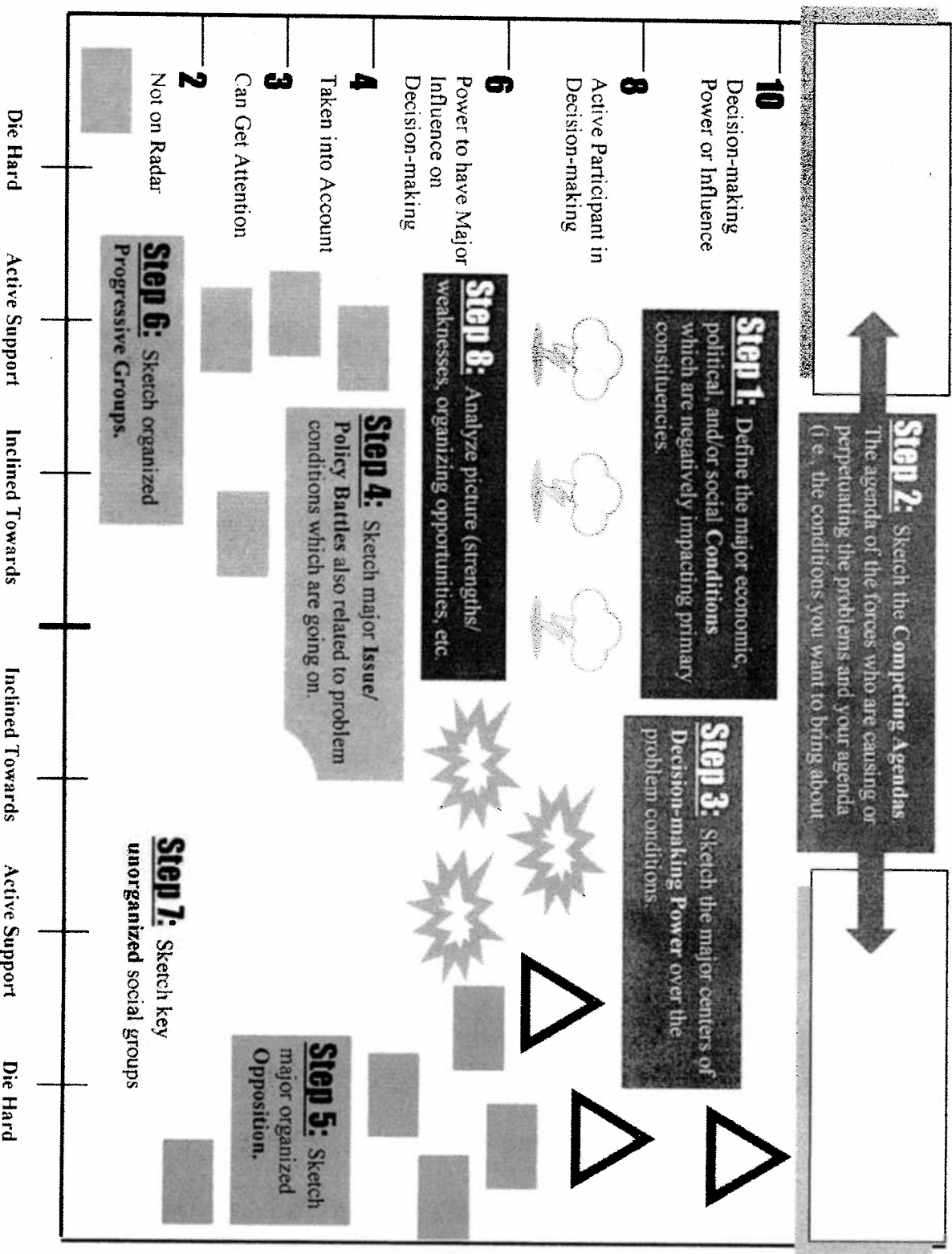


STEPS TO DEVELOP A STRATEGIC POLITICAL LANDSCAPE POWER ANALYSIS



POWER ANALYSIS MATRIX

OUR AGENDA		OPPOSING AGENDA			
		Die Hard	Active Support	Inclined Towards	Die Hard
10	Decision-making Power or Influence				
8	Active Participant in Decision-making				
6	Power to have Major Influence on Decision-making				
4	Taken into Account				
3	Can Get Attention				
2	Not on Radar				



2. Specific and Achievable Goals

- Clear and specific gains to be made whether the issue is immediately winnable or not
- Can be stated in one simple sentence with clear and specific solution
- We have the power and resources to advance our goals
- Clear cut target or decision-maker
- We can get organized within a time frame that we control
- We have the power to frame the issue in the media

3. Builds the Organization

- We will be stronger after the issue is won or lost
- Builds the organizations membership, leadership and funding base
- There are internal opportunities to do political education
- Unifying – it unites diverse and divided constituencies into new and unusual formations – including temporary allies and long-term strategic partners.
- Builds and energizes people of color to join the campaign and organization
- Gives us internal opportunities to do political education on racial justice

4. Promotes our long term political values, vision and strategy for systemic change

- Having a clear demand is an intermediate step towards achieving our long term goals for systemic change. The demand should addresses root cause of problems, rather than just the symptoms
- Raises consciousness and promotes messages about systemic problems and solutions both internally, within the organization, and externally in our media work and in our demands.
- Builds strategic long-term alliances across constituencies, sectors, and issues to build a powerful movement for social justice
- Gives us external opportunities to highlight institutional racism in our data, media work etc
- Promotes a demand that includes racial equity and economic justice

Conclusion:

- It is difficult to work on a problem because they are too big in scope. In order for our organizations to build power and win, we need to divide our problems into issues.
- As multi-issue organizations, we will constantly have to decide which issues to work on and when. It is imperative that leaders and staff of our organizations understand how to evaluate which issues it makes sense to take on, based on the above criteria.

Picking an Issue and Racial Justice Lenses (1 hour 15 min)

Trainers: Jill

Wednesday, 5:00pm

Goals:

- To understand the difference between a problem and an issue
- To understand the criteria used when picking an issue
- To practice developing skills in choosing and developing issues

Introduction (15 min)

Issue campaigns are a reflection of the organization's mission and values, and the ability to win those campaigns are a reflection of our power. The affiliates of the Alliance share a common vision of organizations which build power, engage in direct action organizing and work on economic and racial justice issues.

Problems vs. Issues

Define a problem – Something that people feel strongly about, a source of distress...

Examples of problems: Housing, Racism, Poverty, Lack of Health Care, etc.

A problem is big and amorphous and often too big to solve; an issue, however, is a specific piece of a problem that can be solved. If you raise a problem without a solution or strategy you are complaining. If you address an issue with a solution, a strategy and a plan you are organizing. Organizing involves identifying solutions that can be achieved through an organized strategic plan.

Take the problems and turn them into issues:

Problem	Health Care	Poverty	Hunger	Racism
Issue	Medical debt – getting a local hospital to forgive debt	People should earn a wage that supports their family	Enable more people to qualify for Food Stamps	Ensure that immigrant workers have the same workplace standards as other workers

Define an Issue – Issues meet the following criteria:

1. Compelling and Timely
 - It is widely and deeply felt and commands attention
 - Potential to affect a large number of people
 - Potential to engage a large number of people into action