

CHOOSING AN ISSUE: REALITY CHECKLIST

**Based on action kits developed by the Midwest Academy, the Praxis Project and other community organizing groups*

Because an issue is important, it does not mean it's the right time to tackle it. Use the reality checklist below to help you think through the strengths and weaknesses of your advocacy initiative/campaign.

Ideally, the whole yes column would be checked to increase the likelihood of success. If no's are checked, *evaluate why* and move forward only if the reasons are compelling and sustainable.

ISSUE:

<u>CRITERIA</u>	<u>YES</u> <input type="checkbox"/>	<u>NO</u> <input type="checkbox"/>
Results in real improvement in people's lives		
Gives people a sense of their own power		
Affects the organization and people in a tangible way		
Is widely felt		
Is deeply felt		
Offers opportunities to build the organization		
Builds lasting organization and alliances		
Creates opportunities/builds capacity for traditional disfranchised people to be involved in leadership positions		
Develops new leaders		
Promotes awareness and respect for rights/human rights		
Has a clear political and policy solution		
Has a clear target and timeframe		
Links local concerns to global issues		
Provides opportunities to raise funds		
Forces the organization to do things it hasn't done before / Enables the organization to further its vision and mission		
Challenges institutional racism, classism and other forms of oppression within the organization and its work		
Gives the organization and constituents experience for the next campaign		
Can be supported, funded, and managed by the organization		
It's easy to understand		
It's specific and winnable		

