



The Power Prism
a tool for advocacy planning, execution &
evaluation

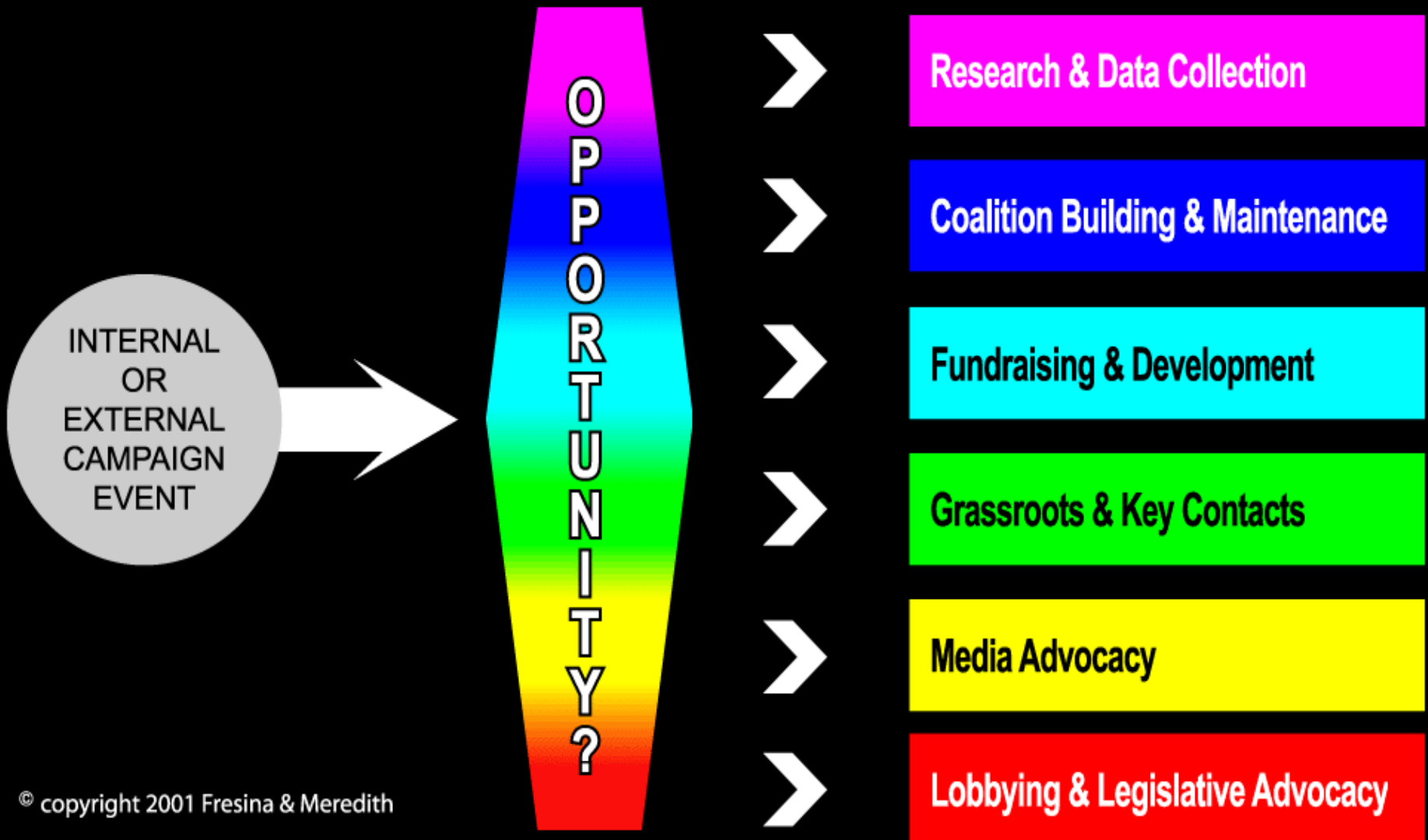
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ADVOCACY POWER PRISM



Key Advocacy “Power Tools”

- Research & Policy Analysis
- Coalition-Building & Maintenance
- Fundraising, Development & Resource Generation
- Grassroots & Key Contacts
- Media Advocacy
- Lobbying & Legislative Advocacy

When should the Power Prism be triggered?

- Whenever “something” happens –
 - *May be an internal or external campaign event*
- Event should prompt coalition to ask themselves: “Is this an opportunity to execute any or all of the six advocacy strategies laid out in Power Prism?”

Internal events are controlled by coalition/campaign – *proactive*

- Press events
- Enlistment of new coalition members, endorsements
- Filing of legislation
- Conducting & releasing poll
- Launch of new campaign
- Community-based actions against tobacco

External events are out of coalition control – *reactive*

Requires advocates to be reactive and nimble.

- National data is released relative to issue
- Lawmakers propose bad legislation (or good)
- Passage/failure of similar legislation in another state
- Negative editorial
- Proposed funding cuts, etc.

What can the Power Prism model be used for?

- Campaign planning
- Campaign needs assessment (SWOT-style)
- Subcommittee functions
- Meeting agendas
- Budgets
- Evaluations

Step One

Internal or external event as catalyst
"Something" happens

Step two –

Coalition makes quick assessment:

Does the event create an opportunity or need to employ any or all of the Power Prism tools?

Internal or external event as catalyst

RESEARCH & POLICY ANALYSIS

COALITION BUILDING & MAINTENANCE

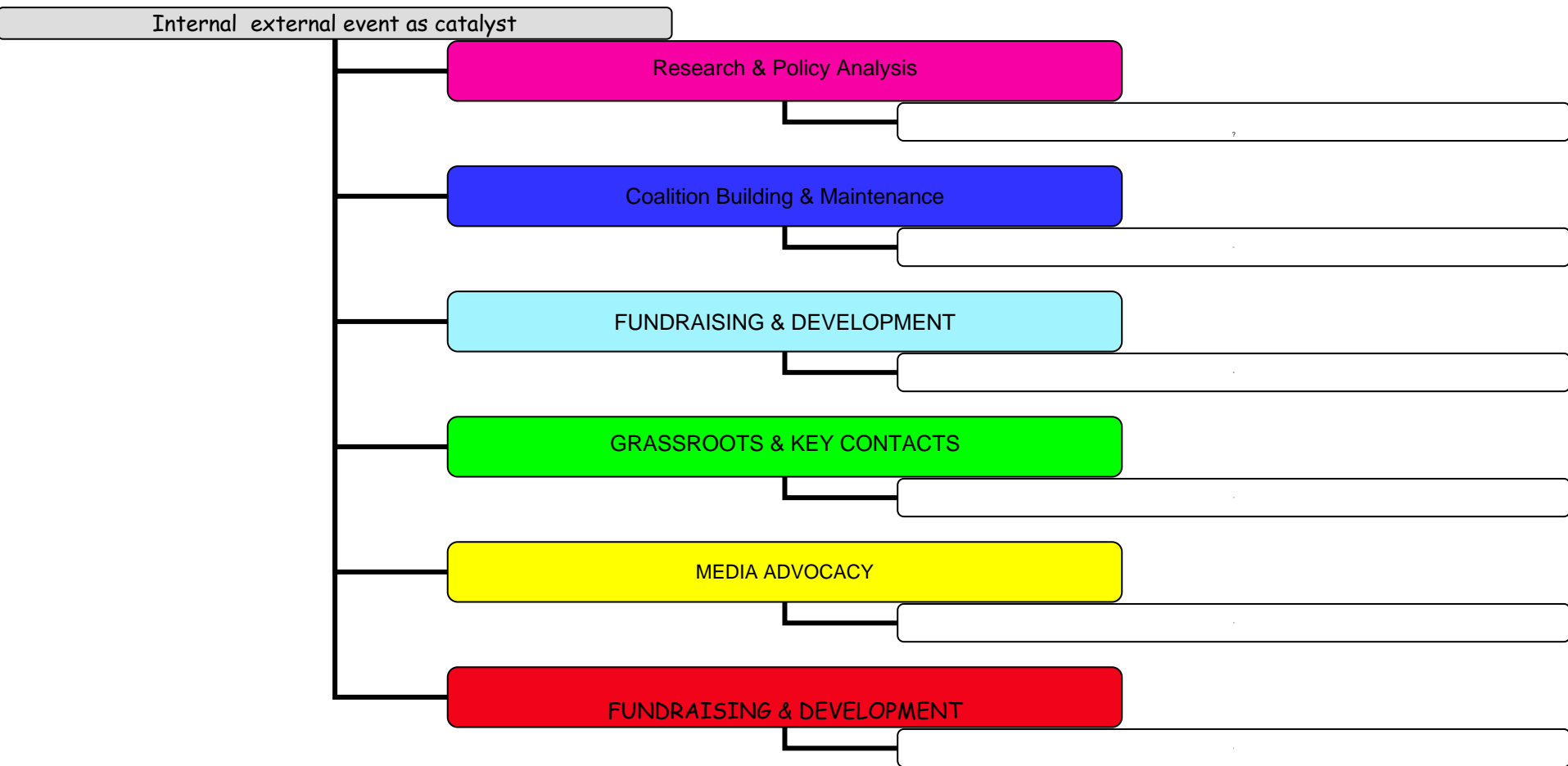
FUNDRAISING & DEVELOPMENT

GRASSROOTS & KEY CONTACTS

MEDIA ADVOCACY

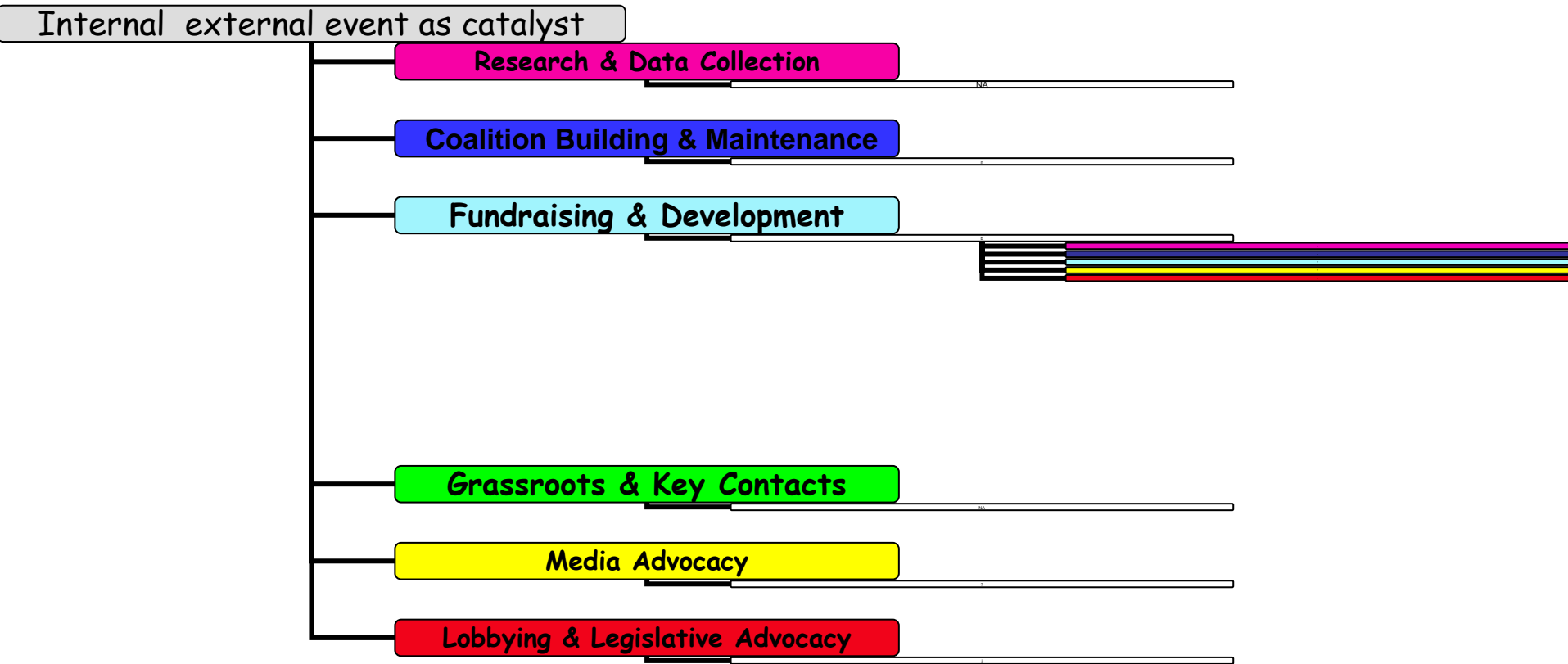
LOBBYING & LEGISLATIVE ADVOCACY

Step three – prioritize what those related power-building actions might be



Step Four –

Do any of the related actions provide opportunity for any further Power Prism tactics?



Step One

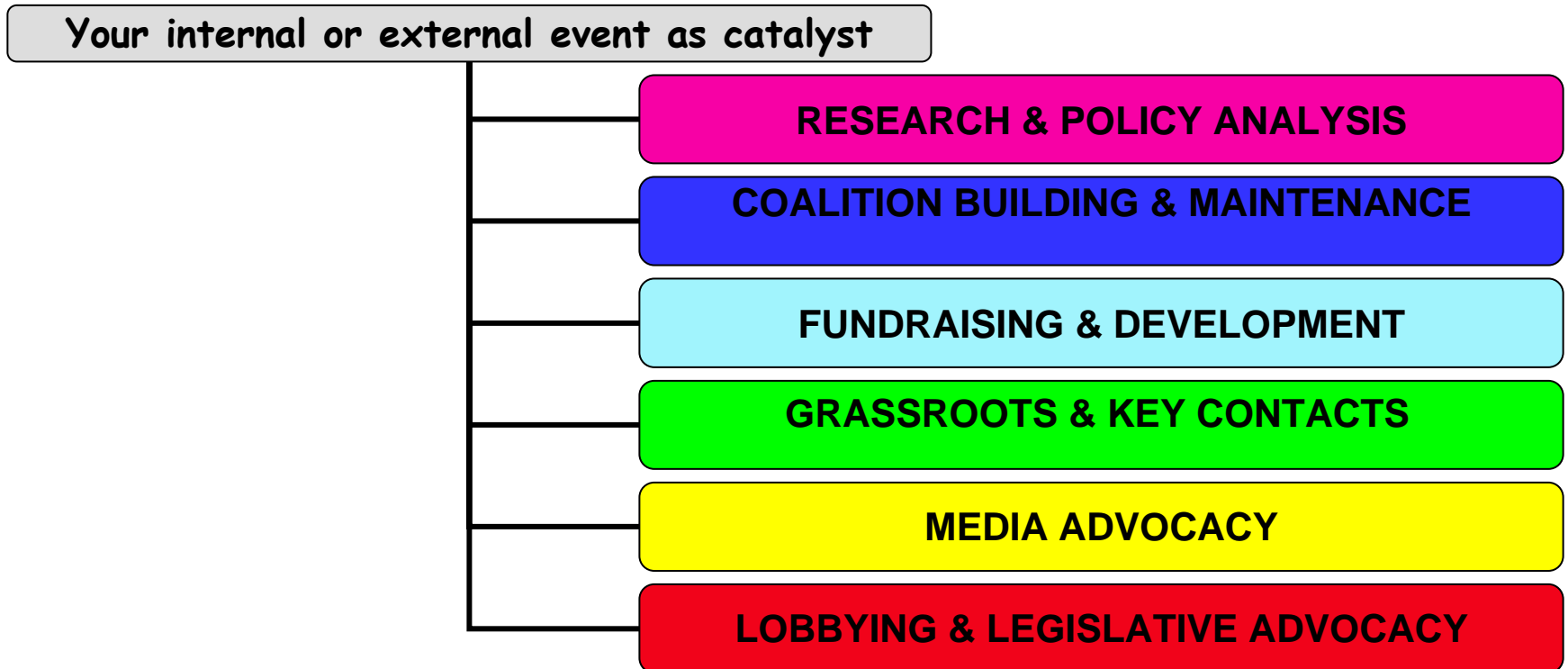
Internal or external event as catalyst
"Something" happens

Your example:

Step two –

Coalition/organization makes quick assessment:

Does the event create an opportunity or need to employ any or all of the Power Prism tools?



Questions to ask on:

Research & Policy Analysis

- What info do you need to advance your goals?
 - Political research/data:
 - Voter polling & focus groups
 - What info do you need about opposition?
 - Scientific research/data:
 - Are your policy goals data-driven?
 - Do you have relevant local, state and national data?
 - What info do you need about opposition?
- What intel do you need on decision-makers?
 - Have you “Googled”, legislative targets, potential coalition partners, key media & grasstops to create “power profiles”?

Questions to ask on:

Coalition Building & Maintenance

- Based on MOTIVATED SELF-INTEREST
 - Are there other organizations that share your mission?
 - Are there other organizations that share your vision?
 - Are there other organizations that embrace your tactics and strategies as means for fulfilling their own mission and vision?

Questions to ask on:

Fundraising & Development

- Are you keeping past, current and prospective funders in the loop –sharing good news & needs?
- Before approaching prospects, do you have 2 budgets?
 1. Bare bones
 2. Fantasy
- What are potential sources of funding to cover those expenses?
- Do you have the skills/knowledge/relationships to tap into potential funding?
- What might you get others to kick in for free (in-kind)?

Questions to ask on:
Grassroots & Grasstops/Key Contacts

- Who is your core constituency?
- Who is your target constituency?
- Where/how can you find them?
- How can you organize them?
- How can you connect them to relevant decision-makers?
- Do you have easy-to-reach grassroots & key contacts in all key voting districts?
- Do you have district captains in key districts?

Questions to ask on:

Media Advocacy

- Do you have the tools to “do” media advocacy well?
 - How to’s of press releases, editorial board visits, media advisories, letters to the editor, etc.
- What are your key message points?
- Do you have relationships with key media?
- Do you have credible spokespersons for key topics?

Questions to ask on:

Lobbying & Legislative Advocacy

- How much do you know about your decision-makers (legislative/executive/regulatory)?
- How will you get to know those targets, their key staff, etc?
- How much do your targets know about you?
- Have your legislative allies been briefed on pending campaign actions?
- Are you proactively created HERO OPPORTUNITIES for allies and would-be allies?
- Are you a “presence” in spheres of influence?

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