Checklist for Choosing an Issue

A good issue is one that matches most of these criteria. Use this checklist to compare issues or develop your own criteria and chart for choosing an issue.

| Issue 1 | Issue 2 | Issue 3 | Will the Issue ...
|---------|---------|---------|--------------------------

1. Result in a real improvement in people's lives

2. Give people a sense of their own power

3. Alter the relations of power

4. Be worthwhile

5. Be winnable

6. Be widely felt

7. Be deeply felt

8. Be easy to understand

9. Have a clear target

10. Have a clear time frame that works for you

11. Be non-divisive

12. Build leadership

13. Set your organization up for the next campaign

14. Have a pocketbook angle

15. Raise money

16. Be consistent with your values and vision

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After choosing your issue, fill in this chart as a guide to developing strategy. Be specific. List all the possibilities.
Checklist for Tactics

All tactics must be considered within an overall strategy. Use this checklist to make sure that the tactics make sense given your strategy.

_____ Can you really do it? Do you have the needed people, time, and resources?

_____ Is it focused on either the primary or secondary target?

_____ Does it put real power behind a specific demand?

_____ Does it meet your organizational goals as well as your issue goals?

_____ Is it outside the experience of the target?

_____ Is it within the experience of your own members and are they comfortable with it?

_____ Do you have leaders experienced enough to do it?

_____ Will people enjoy working on it or participating in it?

_____ Will it play positively with the media?