



The Power Prism

a tool for advocacy planning,
execution & evaluation

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What is ADVOCACY?

Advocacy is the application of **pressure** and **influence** on the people and institutions that have the **power** to give you what you want.

Key Considerations

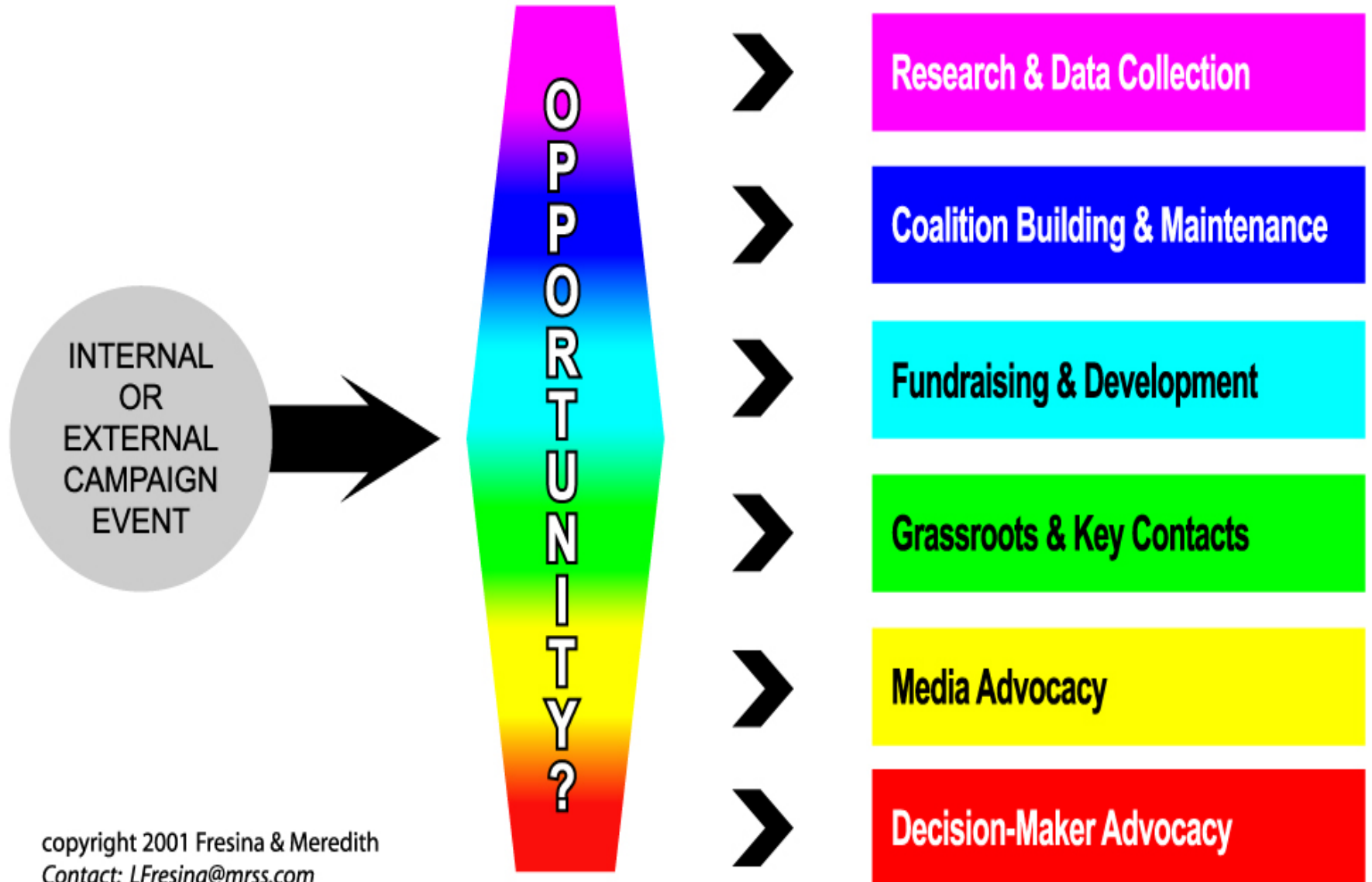
- What do you want?
- Why do you want it?
- What person or institution has the POWER to give it to you?
- How will you build credibility with and get access to those POWER brokers in order to influence their decision-making?

How will we get there?

Building ACCESS and POWER

- Creating partnerships with key decision makers and those who have access to key decision makers
- Recruiting others who care about the issue
- Generating "buzz" – elevate the issue and get others talking about it
- Bite-sized pieces – choosing specific advocacy goals and working them one at a time: Access, Expectations, Affordability, Equity

ADVOCACY POWER PRISM

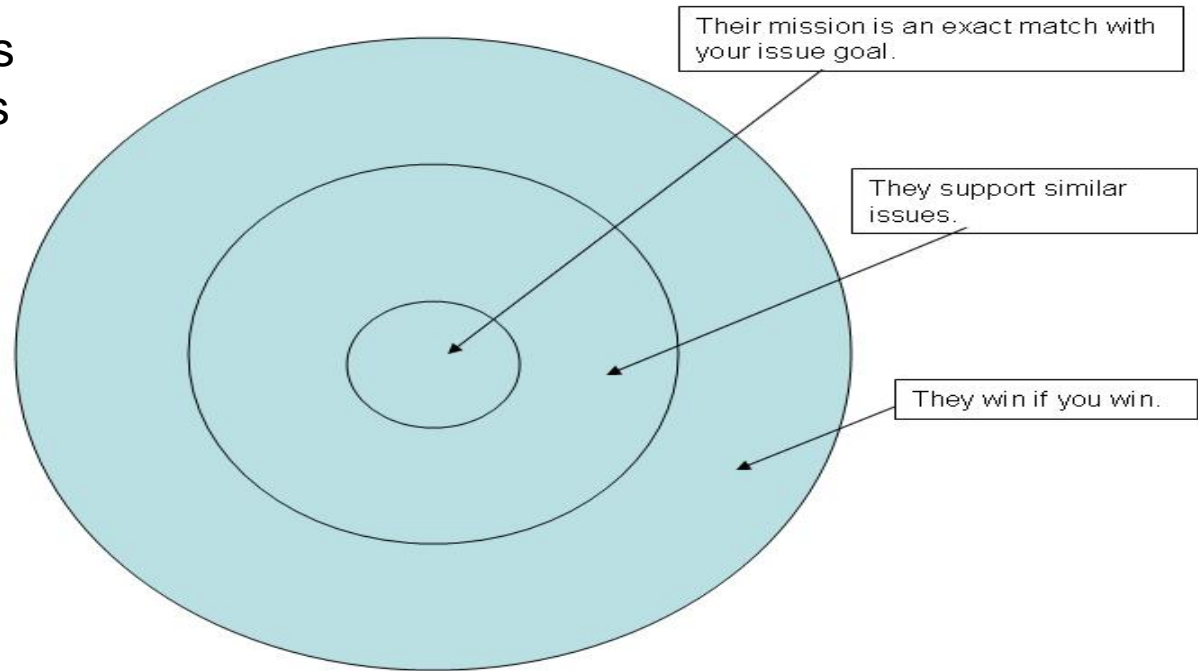


Research & Policy Analysis

- What info do you need to advance your goals?
 - Scientific research/data
 - Political research/data: What is the political environment?
 - What intel do you need on decision-makers?
- Opposition -- who "loses" (real or perceived) if you win?

Coalition Building & Maintenance

Recruit individuals
and organizations
as allies



Fundraising & Development

- How can you link advocacy goals to fundraising?
 - How can funders (current or potential) become involved in advocacy?
 - How can advocates (current or potential) be tapped as donors?
- What funding will you need and what are potential sources of funding to cover those expenses?
- What might you get others to kick in for free (in-kind)?
- Do your financial supporters have ability to lend power and contacts to your campaign?

Grassroots & Grasstops/Key Contacts

- Who already cares and who should care about your issue or problem?
- Where can you find them and how can you organize them?

Grassroots:

- Who is affected first-hand by the issue?
- Do you have real personal stories to share with important decision-makers?

Grasstops/Key contacts:

- Who are the influential people in your community that you could rally around your issue?

Media Advocacy

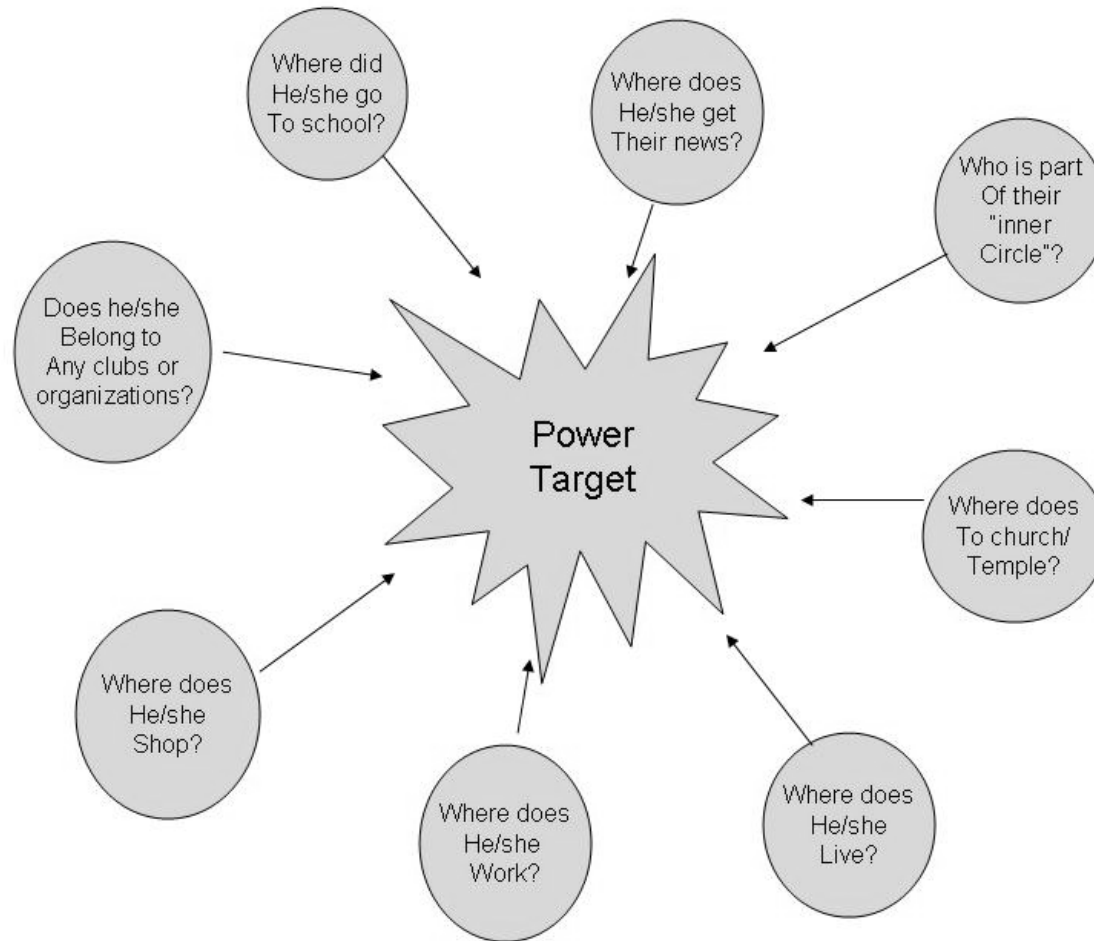
How does the media affect how decision-makers and community members perceive the issue?

What are people already reading, hearing, and seeing?
What do you want/need them to read, hear, and see?

How can you utilize the media to influence decision-makers, rally the community around the issue, recruit advocates, etc.?

What should be your key message points?

Decision-Maker Advocacy



What can the Power Prism model be used for?

- “Big picture” Campaign planning
- Short-term strategic planning – something “happens” and we need or want to respond (external) OR we want to make something “happen” (internal)
- Campaign needs assessment (SWOT-style)
- Meeting agendas and subcommittee functions
- Budgets
- Evaluations

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 power tools?”

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 policy in another state
- Negative editorial
- Proposed funding cuts, etc.

Organizing 101

Get 'em mad

Get 'em motivated

Get 'em moving!

ADVOCACY POWER PRISM

