

# Issue assessment worksheet

## 1. Identify the problem

What problem are you concerned about or would like to see change?

Is there a group of like-minded people who may work on this issue with you?

Have you familiarized yourself with the topic?

Can you explain what the problem is in 30 seconds?

What are the pro/con arguments on this issue?

Has this problem changed over time?

Have you reached out to community groups or advocacy organizations working on this problem?

How does your state, county, city, or town compare to other places on this issue?

What additional research questions do you need to answer?

## 2. Identify decision-makers

It may be helpful to draw a grid of relational power lines to show the spheres of influence. Mapping relationships also allows you to work out where the pressure points are.

Who are the key decision makers?

Whom do they answer to?

Who supports your issue?

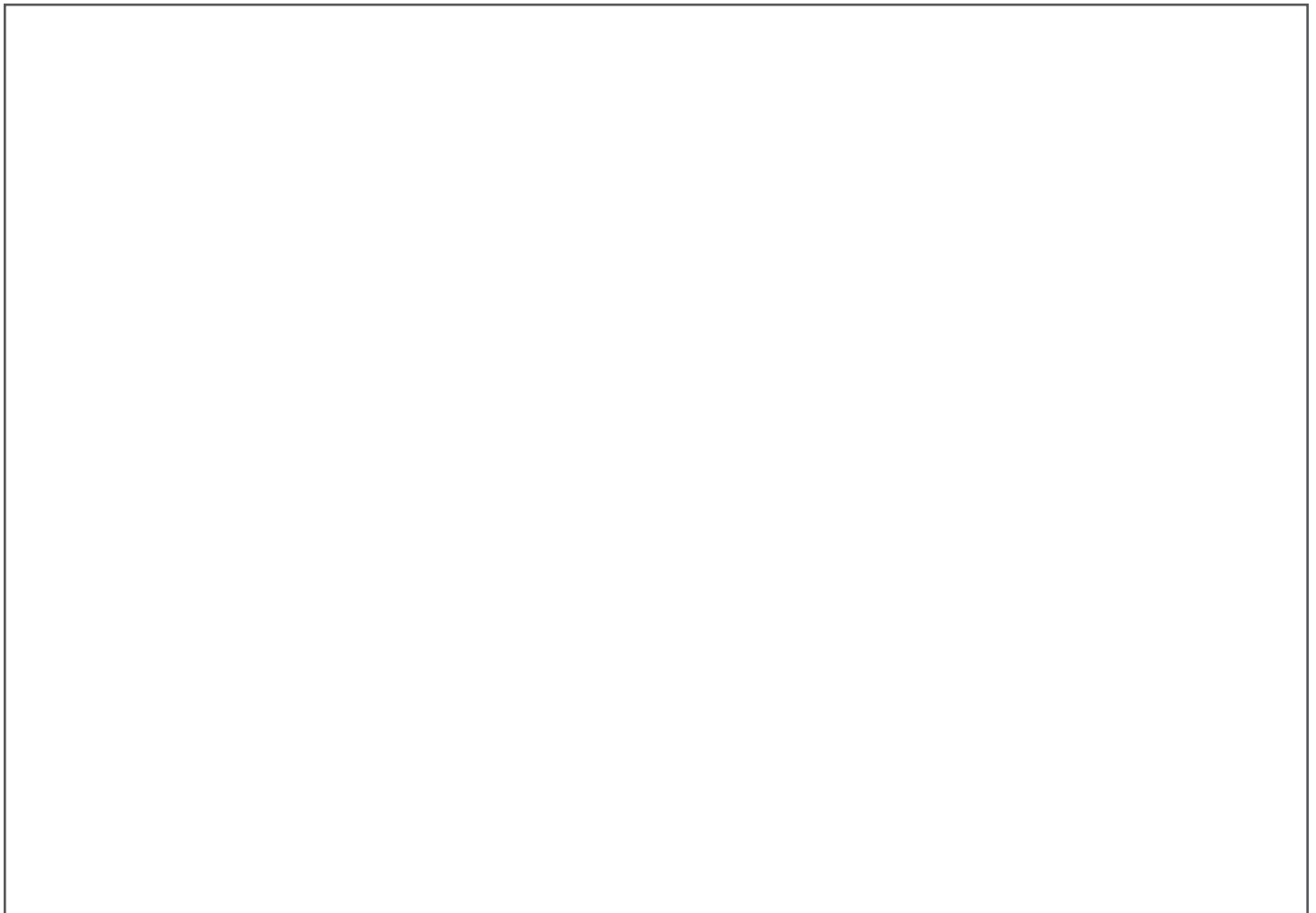
Who can be influential?

Who can be supportive?

Who will oppose and what will their concerns be?

Who is most impacted?

Are there associations, issue organizations, or donors who have influence?



### 3. Make a plan and take action

What are your priorities and short- and long-term goals?

How do you define success?

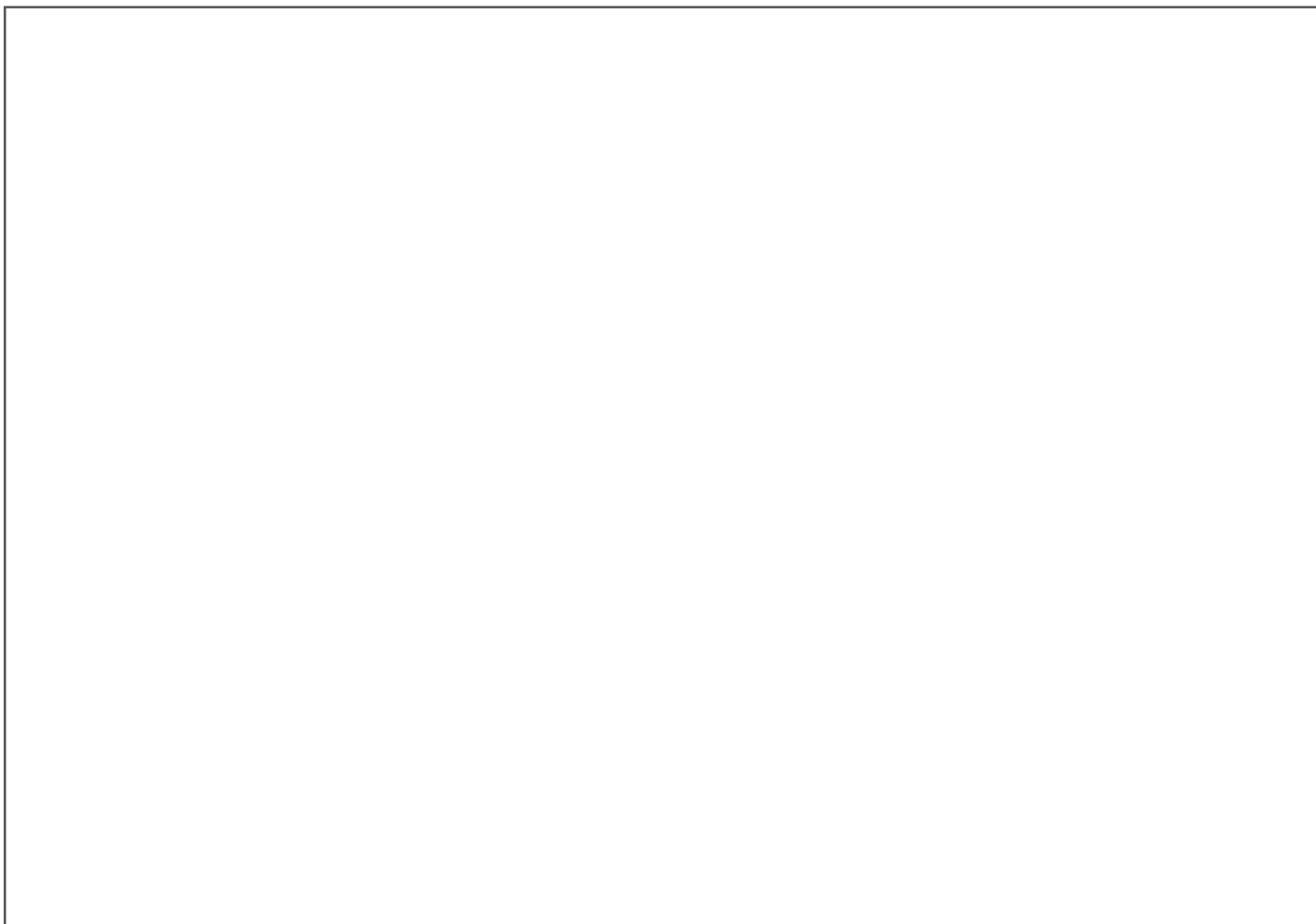
What is your timeline to create change?

Who are your best messengers?

Are there key dates to add to calendars?

Have you identified a solution and/or developed demands?

Who is your target and how will you present your demands to them? Using which tactics?



Get started and keep in mind that elected officials work for you!