

PART 1

What is the desired policy or social change? What would success look like?

Change is made incrementally, and success might be accomplishing one step at a time in a longer process. Keep the big picture in mind, but be specific and realistic, and keep your goal doable!

1. (Long term external goal)
2. (Short term external goal)
3. (Internal goals)

Why is this change desirable? How will it improve your community?

Where or who is the decision-maker on this issue – who or what institution must you influence in order to make the change you seek?

Who might be good allies in this effort? List specific organizations or types of organizations – remember to consider “unusual suspects” who might help.

- 1.
- 2.

3.

4.

5.

6.

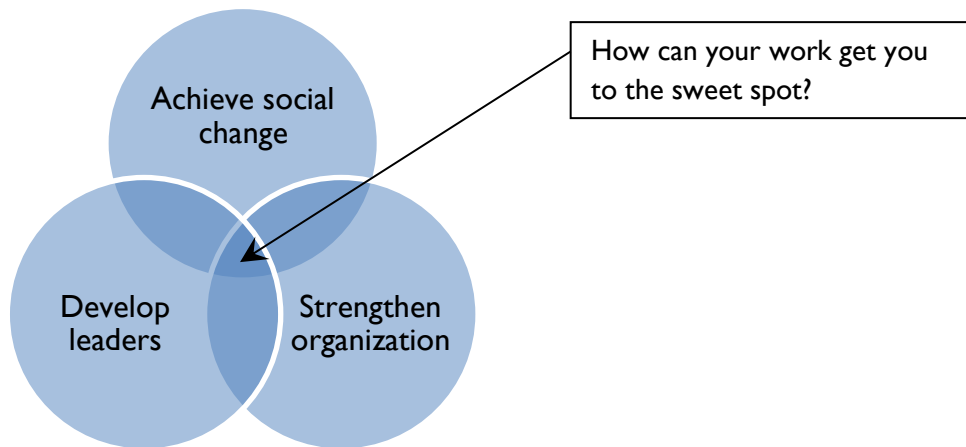
WHEN: What is the timeline for this issue?

RESOURCES:

What resources do you have?

What resources do you need?

PART 2: BRAINSTORMING THE FLOW



How will you develop new leaders?

How will you strengthen your NCJW section?

How will you build power to achieve your goals for social change?

Once you have brainstormed, think about a strategic timeline of action steps.

ACTIONS: How will you raise awareness about the issue and persuade your community to support and engage in helping create the change you want to make? Brainstorm actions that would attract new NCJW members, media attention, and new allies. *Consider hosting community events, using the media (letter to the editor, blog, op-ed), and other ways to raise awareness of your issue and begin influencing the opinion of the public and decision-makers.*

Idea #1:

Idea #2:

Idea #3:

Idea #4:

Idea #5:

MESSAGING: How are you going to talk about this issue with decision-makers and allies? (Think about the “why” and their self-interest)

Develop 2-3 key messages that might persuade a decision-maker to support your advocacy effort:

1.

2.

3.

Develop 2-3 key messages to motivate the public or a potential ally to take action with you:

1.

2.

3.

Questions? Contact NCJW Grassroots Associate Hannah Cohen Smith at hcohensmith@ncjw.org