



THE REAL CLOUT TOOLBOX



Public Priority Setting Tool

Potential Issue in 25 words or less – What needs to be fixed/stopped/created/improved:

We can fix/stop/createlimprove _____ by mounting a campaign to
 (the issue)
push for, request, demand, win :

1. The Governor/Mayor/Administration _____ must be
 persuaded to _____
 (do what)

2. The Legislature/City Council must be persuaded to *appropriately/increase/earmark some*
money. The FY 0__ Budget must be amended by
 increasing/inserting/adding _____
 (what)

by/into/to _____
 (certain line item or outside section)

3. *A Change in the Law.* A bill or city ordinance must be drafted to

 (authorize/mandate/stop)



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Assign Priority Level

√

Imperative to Our Mission	<input type="checkbox"/>
Important to Our Mission	<input type="checkbox"/>
Nice to Do	<input type="checkbox"/>

Time frame of accomplishment

√

Short-Term (12 months – 2 years)	<input type="checkbox"/>
Long-Term (3 years – 5 years)	<input type="checkbox"/>

Identify INTERNAL Time and Resources

Number of:	<i>Needed</i>	<i>Available</i>	<i>Days per Week</i>
Staff			
Volunteers			
Other			

Identify EXTERNAL local and statewide resources with time and resources available/needed

List statewide/citywide supporters with modest to good ability to influence the Governor, Legislature/Mayor/City Council.

Would like to Have on our side.	Are able to work with us.



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Identify potential elected or appointed public policy makers who might be heroes/ supporters/ possible supporters and make an Informed guess at level of commitment.

	√	√	√	√	√
Name	Very committed (top 10 issues)	Very Supportive (top 25 issues)	Supportive (top 100 issues)	Don't care but willing to consider	Have some problems, but will consider

Indicate the campaign's willingness/capacity to carry out two community/neighborhood or statewide/citywide public events in the next 6 months.

	√	√	√
	Must do/can do	Want to do/depends on resources	Can't do/will participate in event other allies might organize
In three months			
In six months			

Some Standard Events

First three months

- Press event to announce campaign or introduce local and statewide supporters and heroes
- Schedule series of briefing meetings with editorial boards
- Hold a press event outside somewhere appropriate to release special report document the problem and suggesting a solution.

Second three months

- Participate in a statewide/city wide event at state capital/city hall
- Organize a local hearing/speak out on issue
- Organize members to testify at key hearing



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The Short Guide

The public policy priority setting tool is designed to help you step back from the public policy you are trying to change so that you can see exactly what you are getting into. One of the first things to tackle is to see which of the many problems you have actually presents a solution that is winnable and effective:

Potential Issue in 25 words or less – What needs to be fixed/stopped/created/improved:

Free children stuck in foster care by amending parental termination language to allow mothers to permit children to be placed in a home of a different religion

It is critical to the success of your campaign to have a clear, overall picture of:

- What needs to be fixed,
- How it can be fixed,
- How important this issue is to your organization, and
- What it will take for you to accomplish your goal.

How Many Ways Can It Be Fixed? (Or, Lots of Ways to Skin a Cat)

The first thing to remember while you're filling out the following is that you're not going to be able to answer this question right away.



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**We can fix/stop/create/improve _____ by mounting a campaign to
(the issue)
push for, request, demand, win :**

1. *An Administrative decision.* _____ must be persuaded to
(who)

(do what)

2. *A Budget appropriation increase/earmark.* The FY 0__ Budget must be amended by
increasing/inserting/adding _____
(what)
by/into/to _____
(certain line item or outside section)

3. *A Change in the Law.* A bill must be drafted to
amend parental termination re: religious preference.
(authorize/mandate/stop)

How Important is It?

Before you say, of course, very! remember that you are working with a group of people that may have identified *several* problems that can only be changed in the administrative or legislative branches. Assess the problems by using the following charts to encourage you to think strategically about the problem, understand which issue already has supporters that know and care about your issue, and brainstorm about any potential allies who may have a self-interest in the issue or share your mission.

For more examples and information, see Chapter 1 Blue Pages of the Real Clout Workbook.