

Selecting Issues, Targets and Goals

The following is a short list of questions you may want to think about in choosing your campaign issues, targets and strategies. This list is not exhaustive and it's only a tool to help your group think through various foundational aspects of your campaign. Answering 'no' to any of these questions doesn't necessarily mean that the issue, target or goal isn't worth pursuing.

Selecting an Issue	Yes	No
Is the issue easily understood?		
Are there other organizations working on this issue?		
Will working on this issue help grow our organization?		
Does the issue materially impact our lives or the lives of our allies?		
Does this issue easily relate to other issues we're interested in?		

Selecting a Target	Yes	No
Do we have the resources and scale to influence the target?		
Is the target well known?		
Are there prominent personalities or individuals associated with the target (ie. An outspoken CEO)?		
Is the target's position or track record particularly bad on other issues?		
Is the target's position or track record particularly good on other issues?		
Can we engage the target at key points of intervention?		
--Points of production?		
--Points of consumption/distribution?		
--Points of destruction?		
--Points of decision?		
Has the target responded to campaigning pressure in the past?		
Do we have a strong knowledge base on the target and its key relationships?		
Are there other groups currently working on this target regarding this issue?		
Are there other groups currently working on this target regarding other issues?		

Selecting Campaign Goals	Yes	No
Do we have the capacity to achieve our campaign goals?		
--Time?		
--Organizational Resources (Money)?		
--People?		
--Geographic reach?		
Does this campaign goal help to move us towards our long term/ideological goals?		
Does this campaign goal move us away from our long term/ideological goals?		
If we 'win' our campaign goals, does this work position us to move on to new campaigns and targets?		
Are there incremental victories that we can claim in moving towards our campaign goals?		
If we realize that we can't win our initial campaign goals in the time allotted, are there secondary goals that we can embrace?		
Is there a 'high road' way out for our target?		
Do our campaign goals resonate with other groups or potential allies?		
Will we be able to use tactics that help to grow and engage our organization as part of this campaign?		