



Power Up: Plan of Action Checklist

Articulate intentions/vision/desired outcome:

Communities and interests positively affected (by the proposal or the status quo)

- Particular industries or sectors (e.g., agriculture, banking, education, housing, child welfare, veterans)
- Certain populations (e.g., racial, ethnic, gender, disabled)
- Certain consumers
- Urban, rural, suburban communities

Communities and interests negatively affected (by the proposal or the status quo)

- Aligned interest groups and nonprofits
- Local or state leaders
- Business
- Academia
- Labor unions
- Religious
- Other

Targets

- Congress
- White House
- Federal agency
- Federal court
- Local (executive or legislative)
- State (executive or legislative)

Rationale

- Supported by research
- Supported by existing law
- Previously unidentified area of concern
- Community need
- Action needed to prevent harm
- Action needed to obtain federally relevant objectives

Congressional delegation

- US Senators
- US Representatives

Potential champions

- Federal Local State
- Faith Industry Other
- Celebrity

Executive branch relevance (White House or federal agencies)

- Regional office (name)

- National office (name)

- White House—Office of Public Engagement
- White House—Faith-based institution
- Office of Management and Budget
- Office of the Secretary
- A particular agency or an office within a department or agency

Opposition

- Business/industry/other sector
- Nonprofit Interest group
- Religious Political

Preferred tools and tactics tied to the three Ps

- Write, call, e-mail DC and/or district
- Visit DC office
- Visit district office
- Petition online or use other mechanisms
- Nonviolent protest (in compliance with local or other relevant ordinances)
- Remove incumbent
- Retain incumbent
- Fill an open seat

Timeline

- Jan-March April-June
- July-Sept Oct-Dec
- Multiquarter Yearlong
- Multiyear

Available resources

- Financial Staff
- Volunteers Information technology

Resources required

- Financial Staff
- Volunteer Information technology

Media and communications

- Letter to the editor
- Newsletter
- Broadcast interviews
- Social media
- Marketing or PR pro
- Other

Election-related opportunities

- GOTV
- Town hall meetings
- Campaign contributions
- Voter registration
- Campaign volunteer
- Run for office
- Support or recruit a candidate