A close up of a logo

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**Coalition Campaign Asset Inventory – Full Coalition**

*This survey can be completed as a group to provide a sense of the assets and gaps that the campaign coalition has – collectively. Use the version for individual organizations to collect this specific data from all partners. Consider using a digital survey tool like Survey Monkey to collect responses as it will make it much easier to analyze and present the data about the coalition’s strengths and gaps.*

|  |  |  |  |
| --- | --- | --- | --- |
| **Will your partners contribute these resources and assets to the campaign?** | **No** | **Yes** | **Comments (Which partners?)** |
| Leadership from communities intended to benefit from policy change |  |  |  |
| Policy expertise in campaign topic (including lived experience) |  |  |  |
| Commitment to equity and racial justice |  |  |  |
| Knowledge of historical oppression in community from pre-colonization to present day |  |  |  |
| Representation from communities that have been historically oppressed in campaign location |  |  |  |
| Expertise in disability justice |  |  |  |
| Expertise working with non-English speaking populations |  |  |  |
| Funding to support campaign activities |  |  |  |
| Staff to participate in coalition meetings/activities |  |  |  |
| **Research & Data Collection** | **No** | **Yes** | **Comments (Which partners?)** |
| Scientific research |  |  |  |
| Policy research |  |  |  |
| Population research |  |  |  |
| Decision-maker target research |  |  |  |
| Opposition research |  |  |  |
| Community conversations and focus groups |  |  |  |
| Public opinion polling |  |  |  |
| Assessments on scope of problem |  |  |  |
| Participatory Action Research (community members gathering data) |  |  |  |
| Run trainings on specific research topics |  |  |  |
| **Coalition Building** | **No** | **Yes** | **Comments (Which partners?)** |
| Secure early and equitable leadership from and participation of most affected populations |  |  |  |
| Convene local coalitions |  |  |  |
| Convene coalitions with youth inclusion |  |  |  |
| Convene national coalitions |  |  |  |
| Convene impacted population coalitions |  |  |  |
| Represent the movement within other coalitions |  |  |  |
| Run trainings engaging impacted populations to help lead/ shape coalition work |  |  |  |
| **Grassroots & Grasstops** | **No** | **Yes** | **Comments (Which partners?)** |
| Volunteers or members in every key legislative district that can be trained as advocates |  |  |  |
| Seasoned advocates in every state that can be segmented by voting district and reached via email |  |  |  |
| Grassroots staff at state level |  |  |  |
| Ability to identify advocates by legislative district |  |  |  |
| Ability to send emails or texts alerts to advocates based on legislative district |  |  |  |
| Grasstops advocates matched to key-decision makers in each state |  |  |  |
| Run trainings on engaging youth in policy change |  |  |  |
| Run trainings on engaging and mobilizing advocates online |  |  |  |
| Run trainings on connecting grassroots to decision-makers |  |  |  |
| Run trainings on community organizing |  |  |  |
| **Media Advocacy** | **No** | **Yes** | **Comments (Which partners?)** |
| Issue reports to the public |  |  |  |
| Tapped as issue expert by the media |  |  |  |
| Promote state/local policy change through social media platforms (Facebook, Twitter) |  |  |  |
| Promote state/local policy change through blogs |  |  |  |
| Lead annual event to focus attention on issue |  |  |  |
| Spokespersons from impacted communities |  |  |  |
| Run trainings on media advocacy |  |  |  |
| Message development & reframing opposition arguments |  |  |  |
| Run spokesperson trainings |  |  |  |
| **Fundraising & Development** | **No** | **Yes** | **Comments (Which partners?)** |
| Resources for state lobbying |  |  |  |
| Resources for lobbying |  |  |  |
| Experience raising unrestricted money for policy advocacy |  |  |  |
| Relationships with local/national funders |  |  |  |
| Resources to support participation of community members in campaign activities |  |  |  |
| Run fundraising trainings |  |  |  |
| **Decision-Maker Advocacy** | **No** | **Yes** | **Comments (Which partners?)** |
| Staff lobbyist(s) |  |  |  |
| Contract lobbyist(s) |  |  |  |
| 501c4 |  |  |  |
| PAC contributions |  |  |  |
| Voter education |  |  |  |
| Voter enrollment |  |  |  |
| Relationships with key elected officials |  |  |  |
| Experience running state ballot initiatives |  |  |  |
| Experience changing state-level policy |  |  |  |
| Experience changing local-level policy |  |  |  |
| Experience changing tribal-level policy |  |  |  |
| Experience with informing process by which political parties set priorities |  |  |  |
| Candidate endorsements |  |  |  |
| Candidate education |  |  |  |
| Run trainings on what 501(c)(3)s can legally do around elections |  |  |  |
| Run trainings on how policies are changes at the municipal level |  |  |  |
| Run trainings on how policies are change at the state legislative level |  |  |  |
| Run trainings on how policies are changes at the state regulatory level |  |  |  |
| State policy campaign planning expertise |  |  |  |
| Local policy campaign planning expertise |  |  |  |

***What do your partner organizations most want to GET from participating?***

|  |  |  |
| --- | --- | --- |
|  | **More interested** | **Less interested** |
| *A policy campaign win that supports our mission* |  |  |
| *Introductions to organizations led by and serving communities most impacted by structural racism and other forms of oppression that result in health inequities* |  |  |
| *Introductions to key lawmakers* |  |  |
| *Introductions to key media* |  |  |
| *Introductions to funders* |  |  |
| *Introductions to business leaders* |  |  |
| *Leadership development* |  |  |
| *Build professional network* |  |  |
| *Identify prospective staff, volunteers, board members, etc.* |  |  |
| *Experience collaborating with residents living in communities most impacted by structural racism and conditions leading to health inequities* |  |  |
| *Build our understanding and practice of racial justice and health equity* |  |  |
| *Build our research skills* |  |  |
| *Build our grassroots skills* |  |  |
| *Build our media skills* |  |  |
| *Build our coalition skills* |  |  |
| *Build our fundraising skills* |  |  |
| *Build our understanding of policy change process* |  |  |
| *Build our advocacy skills* |  |  |
| *Build our organizing skills* |  |  |
| *Build our youth engagement skills and relationships* |  |  |
| *Build our faith community engagement skills and relationships* |  |  |
| *Build our LGBTQ community engagement skills and relationships* |  |  |
| *Build our skills at engaging and developing relationships with Black, Indigenous, and People of Color (BIPOC) communities* |  |  |
| *Increase our appeal to funders* |  |  |
| *Increase our public profile as a leader on this issue* |  |  |
| *Strengthen our partners’ understanding and practice of racial justice* |  |  |
| *Strengthen our partners’ understanding and practice of health equity* |  |  |
| *Strengthen our partners’ ability to collaborate with youth* |  |  |
| *Strengthen our partners’ ability to collaborate with BIPOC communities* |  |  |
| *Strengthen our partners’ ability to collaborate with faith communities* |  |  |
| *Strengthen our partners’ ability to collaborate with LGBTQ community* |  |  |

**Evaluating Your Coalition**

Once you’ve completed your campaign asset inventory, answer the following questions:

1. **Where does your coalition have considerable strengths?**
2. **Where are the gaps or weaknesses in your campaign assets?**
3. **Which of these gaps are most essential to fill in order to be successful on your campaign?**
4. **What organizations might be able and willing to fill those gaps for your campaign?**
5. **What are your immediate next steps for building your campaign assets?**