 

**Coalition Campaign Asset Inventory – Individual Organizations**

*Your responses to this survey will help our coalition get a picture of what your organization would like to get out of your participation in this campaign as well as the kinds of assets your organization can bring to the effort. It’s long, but your responses will help us build more inclusive and relevant for all campaign partners.*

*Name of organization:*

*Person completing inventory:*

*Date:*

***What do you and your organization most want to GET from participating?***

*Tell us what you and your organization would most like to get from its participation in this campaign. If you want something not on this list, please share in comment section at the end. Check all that apply.*

* *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*

**Comments on what your organization most wants to get out of this campaign if not addressed above.**

|  |  |  |  |
| --- | --- | --- | --- |
| **Campaign-related assets that may assist in securing equity-centered policy change** | **No – We cannot offer this**  | **Yes – We can offer this asset**  | **Comments** |
|  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** |
| 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** |
| Secure early and equitable leadership from and participation of most affected populations |  |  |  |
| Convene and “staff” coalitions |  |  |  |
| Convene coalitions with youth inclusion |  |  |  |
| Convene national coalitions |  |  |  |
| Convene impacted population coalitions |  |  |  |
| Represent the campaign within other coalitions |  |  |  |
| Provide accessible meeting space for coalition meetings, community conversations, etc. |  |  |  |
| Run trainings engaging impacted populations to help lead/ shape coalition work |  |  |  |
| **Grassroots & Grasstops** | **No** | **Yes** | **Comments** |
| 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 |  |  |  |
| Storytellers with personal experience with issue |  |  |  |
| 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** |
| 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** |
| Resources for 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** |
| Staff lobbyist(s) |  |  |  |
| Contract lobbyist(s) |  |  |  |
| 501c4 |  |  |  |
| PAC contributions |  |  |  |
| Voter education |  |  |  |
| Voter enrollment |  |  |  |
| Relationships with key elected officials |  |  |  |
| Experience running state or local ballot initiatives |  |  |  |
| Experience changing state-level policy |  |  |  |
| Experience changing local-level policy |  |  |  |
| Experience changing tribal-level policy |  |  |  |
| Experience informing process by which political parties set priorities |  |  |  |
| Candidate endorsements |  |  |  |
| Candidate education |  |  |  |
| Run trainings on what 501c3’s can legally do around elections |  |  |  |
| Run trainings on legislative process |  |  |  |
| State policy campaign planning expertise |  |  |  |
| Local policy campaign planning expertise |  |  |  |

*Thanks for sticking with it! Your responses will be compiled with the responses from other organizations in our campaign coalition and, from that, we will get a very clear sense about what our coalition members hope to get from their participation in the campaign coalition and what they are able to offer to the effort.*

 *The results will be shared at a future meeting. THANK YOU!*