

Social Justice Agenda

Opposition Agenda

STEP 3: Sketch the Competing Agendas:

1. The agenda of those who are causing or perpetuating the problems
2. Your agenda (the solutions you want to bring about)

STEP 1: Define the major Problems or Conditions which are negatively impacting your communities.

STEP 5: Sketch the major Decision-Makers over the competing agendas

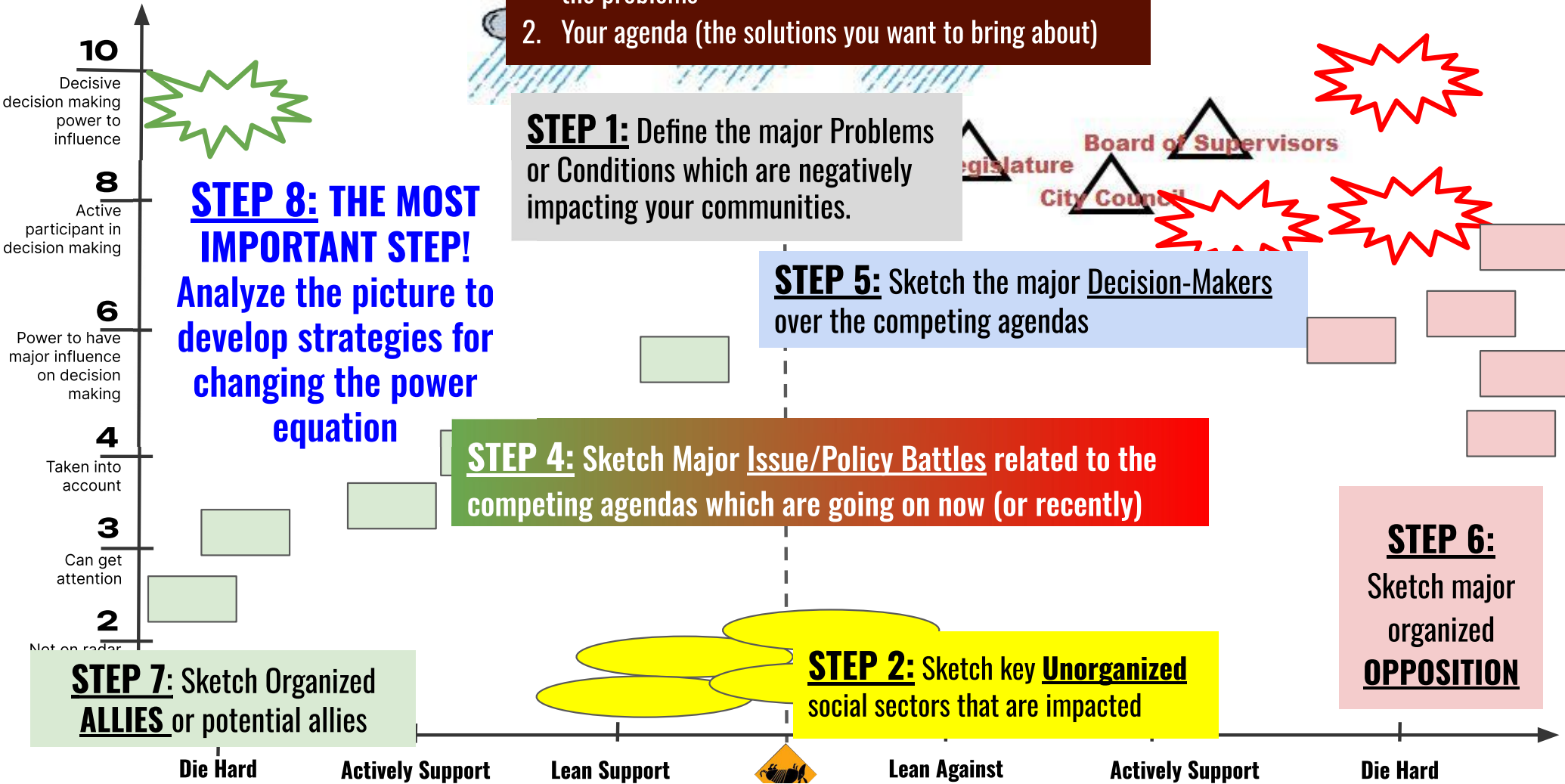
STEP 4: Sketch Major Issue/Policy Battles related to the competing agendas which are going on now (or recently)

STEP 7: Sketch Organized ALLIES or potential allies

STEP 2: Sketch key Unorganized social sectors that are impacted

STEP 6: Sketch major organized OPPOSITION

STEP 8: THE MOST IMPORTANT STEP!
Analyze the picture to develop strategies for changing the power equation



10
Decisive decision making power to influence

8
Active participant in decision making

6
Power to have major influence on decision making

4
Taken into account

3
Can get attention

2
Not on radar

Die Hard Actively Support Lean Support Lean Against Actively Support Die Hard

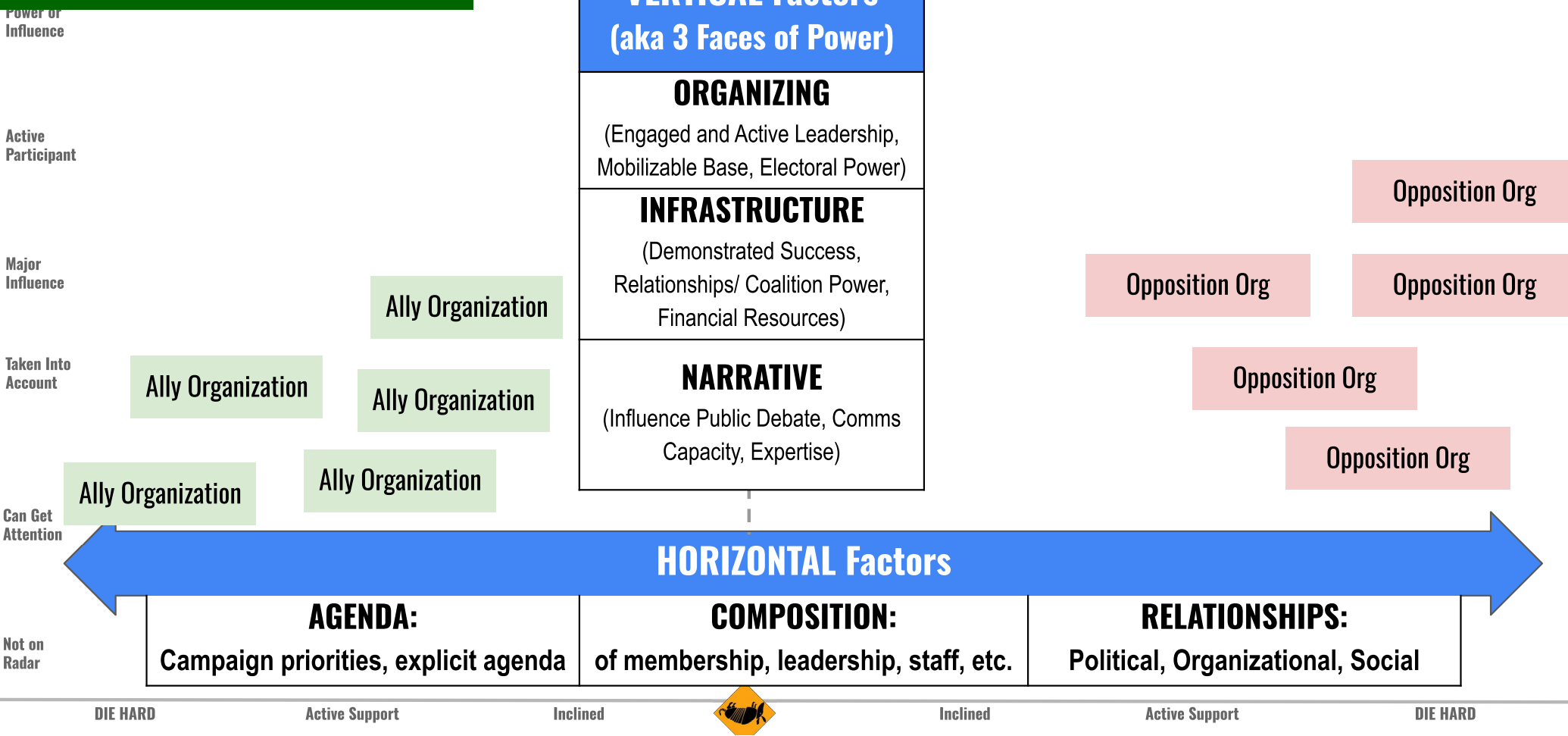
BUDGET POWER PROJECT AGENDA:

1. Full, stable funding for community priorities (Housing, Youth, Transpo, Safety Net, Education...)
2. Reform the Budget Process to maximize participation and structurally prioritize counties most in need.
3. Tax Rich Corporations to fund all the above.

How do we place ALLIES & OPPOSITION?

CORPORATE/ RIGHT WING AGENDA:

1. Government is the problem, not the solution.
2. Cut Taxes/ Subsidize Big Corporations.
3. MAGA Culture Wars: Individualism, Xenophobia, Racism, Homophobia/Transphobia.



POWER ANALYSIS: CRITERIA FOR PLACING KEY PLAYERS AND BATTLES

STEP 1: PROBLEMS/ CONDITIONS

What are the 2-3 main problems or conditions your organization or campaign is trying to address?

STEP 2: UNORGANIZED CONSTITUENCIES

What sectors of the community are affected by the problems and have a stake in your agenda?

VERTICAL PLACEMENT (power):

- Financial Resources
- Political Power (voter turnout, % of electorate)
- Level of Organization, history of activism
- Size

HORIZONTAL PLACEMENT (perspective):

- Opinion Polling
 - Composition (demographics like race, income, age)
 - Voting record (how do they usually vote?)
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STEP 3: OPPOSING AGENDAS

Social Justice Agenda: What is your Social Change agenda to address these problems? What are your specific policy Demands?

Corporate/ Right Wing Agenda: What is your Oppositi's agenda driving these problems? What are their specific policy demands?

STEP 4: KEY BATTLES

What Key Battles are going on right now that are influencing the public debate on these problems?

- **HORIZONTAL Placement:** Which agenda is this battle advancing? (rate from +3 to -3)
- **VERTICAL Placement:** What is the scale of impact of this battle? (rate from 2 (hundreds) to 10 (millions))



STEP 5: DECISION MAKERS

What Decision makers or Decision-making Bodies have the power to implement your agenda?

HORIZONTAL PLACEMENT (perspective):

- Their Explicit Agenda
- Demonstrated action
- Relationships/ Allies
- Composition of staff (if electeds)
- Composition of Body (if multiple decision makers--board or commission)

VERTICAL PLACEMENT (power):

- Legal Power
 - Scale of Impact/ resources
 - Demonstrated Influence
 - Relationships and Positions (political, organizational, social)
 - Composition of this Body or of District
 - Base of Support (how solid? how large?)
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STEP 6: ORGANIZED OPPOSITION: Who is your opposition? How are they exercising power to influence decision makers?

STEP 7: ALLIES/POTENTIAL ALLIES: What groups are already working on this issue? What groups have a stake and could be recruited to join your efforts?

HORIZONTAL PLACEMENT (perspective):

- Their Explicit Agenda
- Demonstrated action
- Relationships/ Allies (incl. Social, Political, organizational, appointments)
- Composition of their base (demographics like race, income, age)

VERTICAL PLACEMENT (power):

- Financial Resources
 - Demonstrated Success
 - Influence Media/Mass Consciousness
 - Electoral Power (mobilize/ persuade voters)
 - Relationships & Coalitional Power
 - Mobilizable Base
 - Expertise (research, analysis capacity)
-

STEP 8: MAKING MEANING OF THE POWER ANALYSIS

- *What stands out? (look at our power vs. our opposition, where decision makers are compared to our agenda)*
- *What questions do we still need to answer to have a clear picture of our power/ our opposition's power?*
- *STRATEGY AND TACTICS: How can we change this picture to win our agenda?*

Power Analysis Worksheet -- part 1

Problems/ Conditions

What are the 2-3 main problems or conditions your campaign is trying to address?

Social Justice Agenda

VERY BRIEFLY: What is your Social Change agenda to address these problems?

Corporate/ Right Wing Agenda

VERY BRIEFLY: What is the Corporate or Right-Wing agenda driving these problems?

Key Battles

What Key Battles are going on right now that are influencing the public debate on these problems?

Horizontal Placement: Is it a proactive or defensive battle? (rate from +3 to -3)

Vertical Placement: What is the scale of impact of this battle? (rate from 2 to 10)

POWER ANALYSIS WORKSHEET (part 2)

Power Analysis Factors	HORIZONTAL Factors to Consider <small>(from +3 to -3)</small>	VERTICAL Factors to Consider <small>(from 2 to 10):</small>
<p>DECISION MAKERS</p> <p><i>What Decision makers or Decision-making Bodies have the power to implement your agenda?</i></p> <p>1 _____</p> <p>2 _____</p> <p>3 _____</p> <p>4 _____</p>	<p><input type="checkbox"/> Their Explicit Agenda</p> <p><input type="checkbox"/> Demonstrated action</p> <p><input type="checkbox"/> Relationships/ Allies</p> <p><input type="checkbox"/> Composition of their staff (if elected Official)</p> <p><input type="checkbox"/> Composition of Body (if multiple decision makers, e.g. a board or commission)</p>	<p><input type="checkbox"/> Legal Power</p> <p><input type="checkbox"/> Scale of Impact/ resources</p> <p><input type="checkbox"/> Demonstrated Influence (accomplishments, history)</p> <p><input type="checkbox"/> Relationships/ Positions (political, organizational, Social)</p> <p><input type="checkbox"/> Composition of this Body or of District</p> <p><input type="checkbox"/> Base of Support (how solid? how large?)</p>
<p>ORGANIZED OPPOSITION</p> <p><i>How are opposition organizations exercising their power to influence decision makers?</i></p> <p>1 _____</p> <p>2 _____</p> <p>3 _____</p> <p>4 _____</p>	<p><input type="checkbox"/> Their Explicit Agenda</p> <p><input type="checkbox"/> Demonstrated action</p> <p><input type="checkbox"/> Relationships/ Allies (including appointments, political, social, organizational)</p> <p><input type="checkbox"/> Composition of their base (demographics like geography, race, income, age)</p>	<p><input type="checkbox"/> GROUND GAME: 1) Committed, formal grassroots base and leadership; 2) Electoral Power (ability to persuade / mobilize voters), 3) Ability to Mobilize a Mass Base (in person, calls, digital, etc.)</p> <p><input type="checkbox"/> INSIDE GAME (Infrastructure): Coalitional Power, Legal Positions, Financial Resources, Demonstrated Success</p> <p><input type="checkbox"/> AIR GAME (Narrative): Expertise; Ability to Influence Mainstream Media; Digital/ Social Media Presence</p>
<p>ALLIES/ POTENTIAL ALLIES</p> <p><i>What groups are already working on this issue?</i></p> <p><i>What other groups have a stake and could be recruited to join your efforts?</i></p> <p>1 _____</p> <p>2 _____</p> <p>3 _____</p> <p>4 _____</p>	<p><input type="checkbox"/> Their Explicit Agenda</p> <p><input type="checkbox"/> Demonstrated action</p> <p><input type="checkbox"/> Relationships/ Allies (including appointments, political, social, organizational)</p> <p><input type="checkbox"/> Composition of their base (demographics like geography, race, income, age)</p>	<p><input type="checkbox"/> GROUND GAME: 1) Committed, formal grassroots base and leadership; 2) Electoral Power (ability to persuade / mobilize voters), 3) Ability to Mobilize a Mass Base (in person, calls, digital, etc.)</p> <p><input type="checkbox"/> INSIDE GAME (Infrastructure): Coalitional Power, Legal Positions, Financial Resources, Demonstrated Success</p> <p><input type="checkbox"/> AIR GAME (Narrative): Expertise; Ability to Influence Mainstream Media; Digital/ Social Media Presence</p>
<p>Unorganized Constituencies</p> <p><i>What sectors of the community are affected by the problems and have a stake in your agenda?</i></p> <p>1 _____</p> <p>2 _____</p> <p>3 _____</p> <p>4 _____</p>	<p><input type="checkbox"/> Opinion Polling</p> <p><input type="checkbox"/> Demographics (education level, race, Income, immigration status, etc.)</p> <p><input type="checkbox"/> Voting record (how do they usually vote?)</p>	<p><input type="checkbox"/> Financial Resources</p> <p><input type="checkbox"/> Political Power (voter turnout, % of electorate, history of Activism)</p> <p><input type="checkbox"/> Level of Organization</p> <p><input type="checkbox"/> Size</p>