

AUTHOR'S PURPOSE

1. What cause or causes do you attribute your activism or organizing to?
2. Who are your inspirations, role models, or forebearers that inspire or inform your activism/organizing?

ASSUMPTIONS: PROGRAM PURPOSE

3. Starting with one program or plan of action, what is the mission of this work?
4. What is the problem you want to address?
5. What do you see as the underlying causes of the issue or problem?
6. At what depth of the underlying problem do you intend to work?

ASSUMPTIONS: IMPACT AND TEMPORALITY

7. What immediate (<1 week) impact do you want to achieve through your program or plan of action? What does that immediate solution look like?
8. What medium-term (weeks a few months) impact do you want to achieve through your program or plan of action? What does that solution look like?
9. What long-term (a few months to years) impact do you want to achieve through your program or plan of action? What does that solution look like?

TARGET GROUPS AND VEHICLES

10. Who or what are you trying to impact?
11. How do you reach/influence/impact your focus groups/structures?

STRATEGIES

12. What tools do you use to impact these groups/structures?
13. What resources do you need to employ these tools to influence the target groups?
14. Which resources do you already have? What skills, knowledge, or other resources do you need to develop?
15. Who else is doing similar work that you know of? Are you already collaborating or partnering? Is the space competitive?

OUTCOMES AWARENESS

16. How will you know when you have succeeded? What would you count as a win, short, medium, and long-term? (note if they have already "won" any of their desired outcomes.)

INTANGIBLE INPUT

17. What is a reason why somebody working along the same lines as you, in a similar environment may fail simply because they aren't YOU? What is your superpower, special sauce?