



Checklist for Choosing An Issue

A good issue is one that matches most of these criteria. Use this checklist to compare issues, or develop your own criteria and chart for comparing issues.

Issue 1	Issue 2	Issue 3	Will the Issue....
			1. Result in a real improvement in people's lives?
			2. Give people a sense of their own power?
			3. Alter the relationships of power?
			4. Be worthwhile?
			5. Be feasible?
			6. Have a wide impact?
			7. Respond to deeply felt needs?
			8. Be easy to understand?
			9. Have a clear target?
			10. Have a clear timeframe that works for your group?
			11. Be non-divisive?
			12. Build leadership?
			13. Set your organization up for the next campaign?
			14. Address financial realities?
			15. Raise money?
			16. Be consistent with your group's values and vision?