

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 choosing an issue.

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?

(The Public Policy and Education Fund of New York, a KLCC I Organization, adapted this checklist from a Midwest Academy, www.midwestacademy.com, resource and introduced it to the KLCC II sites. The Innovation Center adapted it for use in this tool kit.)