

AF³IRM CHECKLIST FOR CHOOSING A CAMPAIGN ISSUE

Use this checklist to choose a campaign issue. A campaign issue should meet all criteria below. It is recommended to do social investigation and compare 1-3 issues important to your chapter's constituency before choosing a campaign issue.

- Is this consistent with our organization's vision, goals, constitution, ideology?
- Are we concretely improving people's lives?
- Is this winnable?
- Is there a clear target?
- Are we shifting the relations of power?
- Is this issue easy to understand?
- Do people widely and deeply feel this issue?
- Does this campaign have a clear time frame that we can work with?
- Can we fundraise for this issue?
- Will this fight set us up for our next campaign?
- Will this build future generations of activists, leaders?