

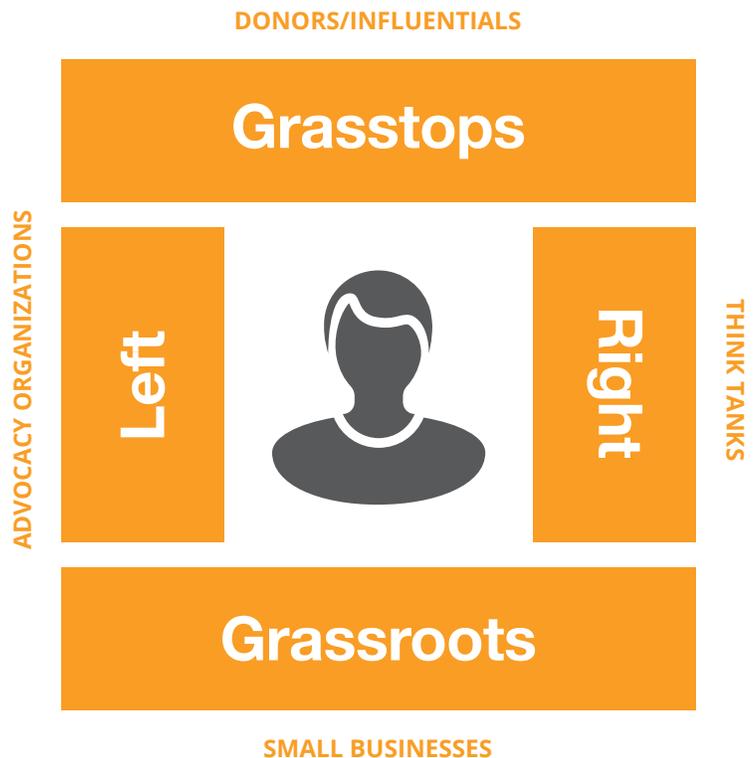
READINESS ANALYSIS

Once you answer the questions, review and analyze the results with your stakeholders. Determine your community's level of readiness. Are you ready to create a campaign plan or do you have more work to do to prepare? If you need to do more work, what is the plan and how long will it take?

If you are ready to create a campaign plan, start with some tools from the Neimand Collaborative (neimandcollaborative.com) to identify targets to reach your goal as well as those that can influence the targets.

THE ADVOCACY BOX

The Advocacy Box uses a wide variety of strategies to create a box around those who you need to target to reach your goal. The box includes constituents at the grasstops, grassroots and the political right and left. The goal is for all of these constituents to advocate for early childhood investments so that the target cannot ignore them. Examples of each category are listed on the outside of each side of the box. Adapted from the Advocacy Box, Neimand Collaborative



TWO STEPS TO CREATING AN ADVOCACY BOX

Step One ▶ Identify the targets that are most likely to be instrumental in achieving your goal and have the power to do so.

CREATE YOUR TARGET LIST

NAME	TITLE/ROLE

Step Two ▶ Identify individuals and organizations who can influence your targets. Use the Neimand Collaborative’s Targeting and Asset Mapping worksheet. For each target named in Step One, fill out a separate worksheet.

TARGETING AND ASSET MAPPING *(one target per sheet)*

WHO DO YOU NEED TO INFLUENCE?

WHAT DO THEY CARE ABOUT?

WHAT MESSAGE WILL PERSUADE THEM?

THE ADVOCACY BOX: Fill in the gray boxes with who influences them on the grassroots, grassroots, on the left and on the right? Be specific—name an individual or an organization.

	<div style="background-color: #f4a460; padding: 5px; font-weight: bold; font-size: 1.2em;">Grasstops</div>	
<div style="background-color: #f4a460; padding: 10px; font-weight: bold; transform: rotate(-90deg);">Left</div>	<div style="text-align: center;"> <hr style="width: 100%; border: 0; border-top: 1px solid black; margin: 5px 0;"/>NAME</div>	<div style="background-color: #f4a460; padding: 10px; font-weight: bold; transform: rotate(90deg);">Right</div>
<div style="background-color: #f4a460; padding: 5px; font-weight: bold; font-size: 1.2em;">Grassroots</div>		