Criteria for setting priorities in Policy/Program work

As part of long-term strategic planning for the next 5-10 years, Org Y will set overarching priorities to meet multiple organizational goals in terms of policy impacts, community organizing goals and making the organization itself more sustainable (focused, unified, manageable workloads). To prioritize the policy work, the organization will assess current commitments and potential new issues in order to see what resources are already committed and where the organization has options in setting the levels of effort that each campaign might need over the next 5 years.

Criteria to Analyze Current and Potential New Campaigns
To be able to compare existing commitments and new potential policy work, each team will assess their work against this set of criteria and present a rationale for continuing the same level of effort in that work, possibly stopping or expanding that current work. We are also looking at potential "cross-cutting" campaigns (i.e., new issues or new approaches that link multiple current campaigns or relate to several geographic communities.)

Essential Criteria for all policy campaigns
 ➢ Priority Need for our Base
 ➢ We are Likely to Succeed
 ➢ Opportunity for multiple incremental wins over time *(this motivates the base along the way and reduces risk of investing a lot but losing if goals depend on a long-term victory)*
 ➢ Available funding for multiple years

Criteria for Continuing/Expanding existing work and for Cross-Cutting Campaigns
 ➢ Has "**value-added**", can significantly benefit organizational base (and broader populations)
 ➢ Urgent and responsive to present and **growing threats** (i.e., there is a significant risk to not acting because losing the issue would affect other policy victories)
 ➢ **Builds organizational power** in a significant way (higher-level policy arena, bigger geographic scope, builds a bigger organizing base, etc.)
 ➢ Is **precedent-setting** (could benefit other communities, is first of its kind, etc.)

For new issues
 ➢ **Relates to several current work areas or campaigns**, the organization has expertise and the issue can be **unifying** or integrate several departments across the organization
 ➢ **At least two local communities** in the geographic base see it as relevant to their core issues and willing to be involved