Prioritization Matrix for Advocacy Issues

Complete the chart for your issues identified in Activity #1, to determine the relevance of each advocacy activity and your organization's readiness to undertake it.

Place one check mark for each of the considerations listed below or use a different symbol for each issue, e.g. ✓, x, * to map multiple issues on the same chart.

Positive Factors	Very Positive	Positive	Neutral	Negative	Very Negative	Negative Factors
Issue is important to our agency's clients / communities						Issue is not important to our agency's clients / communities
Strategy is likely to benefit the health / wellness of clients / communities						Strategy is not likely to benefit the health / wellness of clients / communities
Our agency has specific expertise in this area						Our agency does not have specific expertise in this area
This area has already been identified as a priority issue						This area has not yet been identified as a priority issue
Our agency has the resources to undertake this activity (e.g. time, money, skills)						Our agency does not have the resources to undertake this activity (e.g. time, money, skills)
Our agency has identified a clear course of action that is compatible with its charitable status						Our agency has not identified a clear course of action that is compatible with its charitable status
Issue has broad support throughout our agency						Issue does not have broad support throughout our agency
Not participating will undermine the reputation or credibility of our agency						Participation will undermine the reputation or credibility of our agency
Our agency is supported by other organizations / partners						Our agency is not supported by other organizations / partners
Strategy is likely to have a positive effect on the financial resources of our agency						Strategy is likely to have a negative effect on the financial resources of our agency