

POWERPRISM

What's in it for ME? [ME = "Mission Enhancement"]

Okay, so you're part of a campaign. Maybe you're leading it, or maybe you're just supporting its goals and providing light input. Either way, it is important to **STOP** and take some time to be **SELFISH** and **STRATEGIC**. It is highly likely that this campaign can be **LEVERAGED** to build power for your organization and your mission if you can take the time to look ahead and try to **FORECAST** your organization's needs over the coming months and years.

Brainstorm a specific list of the many ways in which you might leverage your current campaign work to build power for your organization over the long-term:

- Can you use it to build relationships with key stakeholder groups?
- Can you use it to deepen your relationships with key decision-makers or lawmakers?
- Can you use it to increase your credibility with important media outlets/reporters?
- Can you use it to elevate the profile of certain staff or board members?
- Can you use it to build a base of grassroots donors?
- Can you use it to build a base of support from the business community?
- Can you use it to make your organization more attractive to certain funders?
- Can you use it to identify and develop personal stories that will help in future efforts?
- Can you use it to attract new board members? Advisors?