



# POWER PRISM

A TOOL FOR ADVOCACY PLANNING, EXECUTION & EVALUATION



## About the Power Prism® Advocacy Framework

Developed in 2001 by campaign co-conspirators, Lori Fresina and Judy Meredith, the Power Prism® is a step-by-step framework for identifying, creating, and acting on opportunities to build momentum in an advocacy campaign. M+R Strategic Services' New England office has been utilizing the Power Prism® framework in all of its advocacy training, coaching, and technical assistance services for more than 5 years with clients across the country, both large and small.

The Power Prism® is built on six “power tools” of advocacy that help individuals and organizations convert even the smallest event into a power-building opportunity. The six “power tools” are:

- Research and data collection
- Coalition building and maintenance
- Fundraising and development
- Grassroots and key contacts
- Media advocacy
- Decision-maker advocacy

Each of the “power tools” is an essential lever through which we can apply pressure on decision-makers in order to reach our policy goals. The Power Prism® has been used effectively by M+R clients such as the American Heart Association; The College Board; Clean Air Task Force; Community Catalyst; Rhode Island Citizens for the Arts; state health departments in Massachusetts, Rhode Island and New Hampshire; the Federation of Protestant Welfare Agencies of New York, the Foundation for a Healthy Kentucky and many others. Regardless of one’s experience, the Power Prism® has proven a valuable framework for planning, executing, and evaluating an advocacy campaign.

M+R defines campaigns more broadly than legislation, regulation, or elections. A campaign is about setting a clear goal with a measurable outcome and executing a plan that gets you what you want. Sometimes that’s a policy change; sometimes it’s a systems change; sometimes it’s a behavioral change; and sometimes it’s an increase in awareness or engagement. The Power Prism® framework works effectively for each and every type of campaign goal.

The Power Prism® helps organizations and campaign leaders stop and think about expanding their power and reaching their goals through activating any or all of the 6 advocacy tools, rather than working in a laser-beam fashion. Too often, organizations move from Point A to Point B within an advocacy campaign without considering other opportunities to build power and “squeeze more juice” out of a campaign event. The Power Prism® framework recognizes that advocacy campaigns are not linear, logical exercises in process but dynamic, unpredictable and often messy journeys.

M+R has developed a comprehensive suite of toolkit materials in each of the six power tool areas and provides customized training, coaching and consulting to help clients see and act upon campaign opportunities in ways that help them best meet their mission.

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