Characteristics of Good Issues

- Has a clear, easily understood solution
- Has a clear target who can be exposed and pressured
- Grabs attention, Eye-Opening
- Widely and deeply felt
- Good timing
- Builds your organization’s membership, leadership and funding base
- Unites people
  - Affects and involves a lot of people
    - Builds your neighborhoods organization
    - Increases the educational and analytical ability of your members
- Has achievable goals (even if the issue is not winnable)
- Has the potential to alter the relations of power
- Set the foundation for motivation
- High level of “buy in”