

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"**