

RATING SCALE TEMPLATE

CRITERIA/QUESTIONS	Issue	Issue	Issue
<p>1. Clarity Is the problem you want to change and the issue you are addressing absolutely clear?</p> <p>For an initiative to succeed, you must know what kind of policy change is needed. If your advocacy issue is not very specific, it will be harder to design a strong strategy.</p> <p>Clear (high) Somewhat clear (medium) Unclear (low)</p>	High Medium Low	High Medium Low	High Medium Low
<p>2. Organisational mandate Does the issue fit within the overall work and aim of your platform /organisation?</p> <p>Yes (high) Somewhat (medium) No (low)</p>	High Medium Low	High Medium Low	High Medium Low
<p>3. Track Record of RNW Media Is the issue related to what your platform/organisation has been working on in the recent years? Do you have sufficient time to dedicate to the issue? Does the issue align with your day-to-day work activities? Do you have the expertise and/or the skills to address the issue? (rate each and every one of them)</p> <p>Yes (high) Somewhat (medium) No (low)</p>	High Medium Low	High Medium Low	High Medium Low
<p>4. Relevance How large/widespread is the problem, how severe is it?</p> <p>Very severe (high) Somewhat severe (medium) Not severe (low)</p>	High Medium Low	High Medium Low	High Medium Low
5. Level of public support for the issue in the country	High Medium Low	High Medium Low	High Medium Low
6. Level of policy makers support for your issue.	High Medium Low	High Medium Low	High Medium Low

<p>7. Potential for success How likely is it that you will succeed? What is the potential influence you can have with this plan on this topic? What are the possibilities for success?</p>	<p>High Medium Low</p>	<p>High Medium Low</p>	<p>High Medium Low</p>
<p>8. Practical feasibility considering available resources Do you have the appropriate information to support your case or can you gather this information? Are the necessary partnerships in place or can they be built up? Are financial and human resources available?</p> <p>Yes (high) Somewhat (medium) No (low)</p>	<p>High Medium Low</p>	<p>High Medium Low</p>	<p>High Medium Low</p>
<p>9. Potential for <i>negative</i> consequences for your organisation Will your activities hurt your reputation, decrease your potential for funding, put your staff in danger, etc.?</p> <p>Yes (low) Somewhat (medium) No (high)</p>	<p>High Medium Low</p>	<p>High Medium Low</p>	<p>High Medium Low</p>
<p>10. Evidence that the issue is important and achievable Do you have concrete experience and/or other reliable information sources indicating that this is a good issue for advocacy?</p> <p>Strong (high) Some (medium) None/weak (low)</p>	<p>High Medium Low</p>	<p>High Medium Low</p>	<p>High Medium Low</p>