

Table 3: Allies, Opponents, and Constituents

Key Questions	Brainstorming
Allies:	
Who are the unit's allies? In other words, who is already working on the issues or cares about the issues enough to join in or help? You may have the answers to this from your earlier partnership information gathering.	
How are potential allies organized?	
What resources do allies have that could benefit your cause?	
Constituents:	

<p>Who are your constituents? In other words, who in your community are negatively affected by the problem and would benefit from the changes?</p>	
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What do your constituents gain when you win?	
What, if any, risks are your constituents taking?	
Opponents:	
Who are the unit's opponents? In other words, who are the people or organizations that will try to stop your efforts?	
What will they do to oppose you?	
How will your opponents be negatively affected if your cause succeeds?	
How much money or other resources do your opponents have?	
How, if at all, are potential opponent organized?	