



Request for Canal Alliance Policy Position

State the issue:

Canal Alliance action being requested:

Requested by:

Date of request:

Issue Analysis	
Issue summary: Background information on the issue.	
What problem does this policy seek to address?	
Strategy: At what level of government is advocacy needed (Local, State, Federal)?	
Who are the targets? What partners are needed?	
Fit: How is the issue aligned with Canal Alliance's mission, vision, values and theory of change?	
Impact: Canal Alliance's goal is to break the cycle of poverty. How will this policy help Canal Alliance achieve its goals? Policies will be ranked by high, moderate, or low impact. High impact means it moves the most number of people out of poverty and/or results in systems change.	



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Supporters: Who are key supporters or are likely to be? What are the main arguments for support?	
Opponents/Challengers: Who is on the other side of the issue or is likely to be, or could present a challenge? What are the key challenges? What are the key opposing arguments?	
Winnability: What is the likelihood of success? What are the key challenges?	
Benefits vs. Costs (Financial, Political, Reputation or Misalignment with Stakeholder Values): What are the opportunities/benefits vs. risks/costs (Financial, Political, Reputation and Misalignment with Stakeholder Values) for Canal Alliance? Do the benefits outweigh the costs?	Opportunities/Benefits: Risks/Costs (Financial, Political, Reputation and Misalignment with Stakeholder Values): Assessment:

Requestors: leave the following section blank for Canal Alliance Staff Analysis and Recommendation

Canal Alliance Executive Team Analysis and Recommendations	
Prepared by:	
Should Canal Alliance approve this request? Why or why not?	
Is this a new issue for Canal Alliance or are the high risks involved?	
Other options for action besides what is requested?	



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What “tier” priority for Canal Alliance (1,2, or 3) is recommended? Why?	
Executive Team (ED, CFO & Directors) Approve or deny request? Is more information needed?	

Tiers: Setting Canal Alliance Policy Priorities

The tier assignments do not indicate that one issue is more or less important than another, they merely clarify where Canal Alliance and the public policy staff will focus their efforts based on available capacity and resources.

Tier 1: Public Policy Leadership

Canal Alliance will assume a leadership role in advocacy and devote resources to proactively advocate on the issue, and engage our stakeholders – board members, volunteers, partners, and other supporters – to advocate for the issue.

Tier 2: Public Policy Advocacy

Canal Alliance will develop a position, advocate and generate grassroots support on an as-needed basis.

Tier 3: Public Policy Support

Canal Alliance will monitor and respond to requests for support through such vehicles as “sign-on letters” and support the work of partners who are the thought leaders on Tier 3 issues.