|  |  |  |  |
| --- | --- | --- | --- |
| Measuring Social Movement Strategies | Goals | Resources and important Elements | How will I know if we were successful? |
| Mobilizations and Protests | To bring attention to issues and to put demands on lawmakers, with the long-term goal of lawmakers responding to demands and instituting change. | MASS MATTERS. Protests should increase in size to demonstrate mass opinion.  DISRUPT. Protests should determine if lawmakers are sympathetic. If they are, keep mobilizations non-disruptive, i.e., don’t ruin property and threaten endangerment of lives.  ENERGIZE. Harness the timeliness of energy and anger. Protests are inclusive of all people. | ATTENTION OF LAWMAKERS. Lawmakers take up the issue at hand. They respond by acknowledging the movement’s claims.  POLICY CHANGE. Lawmakers change policies to reflect demands.  IMPROVEMENTS. Tangible improvements are felt in daily life, specific to the claims of the mobilization. |
| Petitions and Online Actions | To demonstrate mass opinion on a topic, with the goal of reaching lawmakers who will respond to mass demands and institute change. | MASS MATTERS. If trying to convince lawmakers of the necessity of a topic to their consideration, mass matters. A high level of participants is necessary. | ATTENTION OF LAWMAKERS.  POLICY CHANGE.  IMPROVEMENTS. |
| Putting up Billboards/  Public Informing | To inform the public about issues of which they may be unaware, with the hopes of garnering further support from the masses and altering public opinion. | CLAIM. Make a clear claim. Be specific about your objective.  ACT. Provide resources and information for how energized people can take action. If you enrage citizens, you must engage them. | SHIFT IN PUBLIC OPINION. Choose a measure by which to track the changes in public opinion. Demonstrate that an increased number of supporters are garnered from your public informing. |

*These ideas on effectiveness of social movements and various tactics are garnered from academic literature on social movements and effectiveness analyses. These include the following: Christopher Stout (2017), Steven Tauber (1998), Rory McVeigh (2003), Annulla Linders (2004), Lee Ann Banaszak (2016), and Sarah Soule (2004).*

**HOW DO YOU MEASURE SUCCESS?**

Measuring success is left to the discretion of the social movement and its organizers. But the one requirement? **PICK A MEASURE OF SUCCESS, AND ENSURE YOU REACH IT.**

**No matter your movement’s goals… DEFINE THEM.**

*AN EFFECTIVENESS TABLE*

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | ACCESS | AGENDA | POLICY | OUTPUT | IMPACT | STRUCTURAL |
| INTERNATIONAL |  |  |  |  |  |  |
| FEDERAL |  |  |  |  |  |  |
| STATE |  |  |  |  |  |  |
| LOCAL |  |  |  |  |  |  |

This effectiveness table details the various levels at which a movement can have an impact. Below is a breakdown of the various levels of “responsiveness” of the governments to the movement’s actions and claims.

**ACCESS -** lawmakers listen to citizen demands

**AGENDA -** bill is formally introduced on the subject

**POLICY -** lawmakers adopt the policy

**OUTPUT -** the policy is implemented

**IMPACT -** the implementation of the policy is effective

**STRUCTURAL -** opportunities are created for further demands