

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