

Partnership for Education and Democracy: Deep Democracy Organizational Outreach Framework and Survey Tool

Logic Model Survey Tool Framework

As Rivera Consulting, Inc. continues to identify social justice and movement organizations across the Deep Democracy landscape, it is critical we formalize a tool of organizational evaluation. In doing so, we can best recommend organizations that contain the internal structure and connective tissue that best aligns with concurrent Deep Democracy priorities across the southern and midwestern United States. It will also allow us to lay out a coherent narrative of the vision and purpose provided by organizational stakeholders.

This semi-structured survey tool will adhere to the following topline topics and will serve as a basis for the structuring of the final overview memo:

Organizational Background: When and why was it created? By whom?

Organizational Focus:

- **Geography** (*where does the work occur?*)
- **Policy** (*what are the topline organizational legislative priorities?*)
- **Electoral Politics** (*types of engagement, levels of government etc.*)
- **People** (*what constituencies and communities does it serve?*)

Inputs: Describe and quantify the key resources that go into making the organization possible (*I.E. Staff, Members/Volunteers, Fundraising, Local Stakeholders/Champions*)

Activities and Outputs: Describe and quantify the key programming and strategies implemented to achieve goals (*I.E. voter engagement strategies, community organizing tactics, candidate endorsements/engagements, community building events etc.*)

Short-term Goals: Describe what the organization is hoping to accomplish in 2020 (electoral priorities, legislative priorities, community organizing priorities)

Long-term Goals: Describe what the organization is hoping to accomplish in the next three years (*power shifts, electoral shifts etc.*)

Deep Democracy Implications: Based on this overview, how does this organization deepen the priorities of Deep Democracy?

Semi-structured Organization Interview Survey Tool

Organizational Background and Focus

1. Why was the organization created? Tell me about the purpose and what inspired its founding? (org background)
2. What is the geographic focus of your organization? Where does the bulk of the work occur and why? (org focus: Geography)
3. What are the policy priorities of the organization? What areas of policy are centered in your daily advocacy and inform your organizational focus? (org focus: Policy)
4. How does the organization interact with the electoral landscape? Federal, state, municipal? Candidates vs. ballot initiatives? (org focus: Electoral Politics)
5. Who does your organization serve? Who are the types of people and communities that you center in your daily work? (org focus: People)

Inputs

6. I'm interested in your current org infrastructure. How does it work? Staffing structure? How about your volunteer base? Fundraising strategies and donors? Any local elected champions you go to for support?

Activities and Outputs

7. Can you describe the kind of programming implemented by staff and offered to volunteers/members? What is the focus of this programming (policy advocacy, electoral advocacy etc.)?
8. What are your key engagement strategies (canvassing, phone banking, texting, lobbying etc.)? How do you measure success for those strategies? What were some metrics and data points you'd be comfortable sharing about previous years?

Short-term Goals

9. How are you adjusting to the current conditions of COVID-19? What organizational shifts have occurred? What are your challenges and opportunities?
10. What is the organization hoping to accomplish in 2020? Electoral priorities? Legislative priorities?

11. How do these priorities align with your current programing and engagement strategies?

Long-term Goals

12. What is the organization hoping to accomplish over the next three years? What do you see as the key shifts in power and electoral politics that you are hoping to affect?

Deep Democracy Implications (For internal consideration)

Based on previous research and collected information, how does this organization align with Deep Democracy priorities? What is the ultimate case for supporting this organization as it pertains to power building, electoral priorities, and legislative priorities based on their “geography, policy, electoral politics, and people” focus?