



Ready to start something others have ignored?

# #MovementMakerTribe

Movement Map: An assessment tool for Movement Makers

<p><b>Cause, Mission &amp; Why</b></p> <p>[What is the cause you want to bring attention to and build your movement around? How does it impact the world? What is your mission? What is the cost for not accomplishing your mission? Why are you doing this work? Why is the time now?]</p>	<p><b>How</b></p> <p>[How will you build your movement? What activities do you think are needed?]</p>	<p><b>Vision</b></p> <p>[When you have built your movement what will it look like? What do you need for it to be sustainable?]</p>	<p><b>Opponents</b></p> <p>[Who will try to stop your movement? Why?]</p>	<p><b>Allies &amp; Champions</b></p> <p>[Who are your key partners? What do they provide? What impact will they bring to your movement?]</p>
	<p><b>What</b></p> <p>[What will you tell people? What is your message?]</p>		<p><b>#Firestarters</b></p> <p>[Who are the people that will energize your movement? Do you have them at the table?]</p>	
<p><b>Resources</b></p> <p>[What resources do you have (human, financial, intellectual)?]</p>		<p><b>Dream Killers</b></p> <p>[What is stopping you from moving forward? What do you need to change this to be successful?]</p>		