TREC TOGETHER RISING AS AN ENVIRONMENTAL COMMUNITY

Public Statement Decision Matrix

This matrix can be used to help you decide whether or not your organization should issue a public statement. Score each criterion from 1 (low relevance) to 5 (high relevance). Edit the criterion to match ones that best align with your organization and culture. Use the final score to support discussion and decision-making.

For a more comprehensive decision-making process, see TREC's Worksheet for Public Statements.

Criterion	Score (1–5)	Notes	Implications
Alignment with mission, vision, and values			
Impact on people served or members			
Relevance to organizational strategy			
Credibility or expertise on the issue			
Opportunity for meaningful influence			
Consistency with past positions			
Stakeholder expectations			
Organizational capacity to engage beyond a statement			
Risk of reputational harm if silent			
Risk of harm if we speak publicly			

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Total Score: _____

Suggested interpretation (customize for your organization):
40–50: Strong case for issuing a statement and taking some type of action
25–39: Consider limited engagement or targeted communication
Below 25: Consider not issuing a public statement

Another way to explore this question and deepen the conversation is to ask:

1. Does this thing need to be said ...
2. ... right now ...
3. ... by our organization ....
4. ... and in service of what?

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