

MIDWEST ACADEMY STRATEGY CHART

After choosing your issue, fill in this chart as a guide to developing strategy. Be specific. List all the possibilities. Develop a timeline.

GOALS	ORGANIZATIONAL CONSIDERATIONS	CONSTITUENTS, Allies & Opponents	TARGETS (Decision Makers)	TACTICS
<p>Goals are what we want to WIN!</p> <ol style="list-style-type: none"> List the long-term goals of your campaign. State the intermediate goals for this issue campaign. What constitutes victory? <p>How will the campaign:</p> <ul style="list-style-type: none"> Win concrete improvements in people's lives? Give people a sense of their own power? Alter the relations of power? <ol style="list-style-type: none"> What short-term or partial victories can you win as steps toward your long-term goal? 	<ol style="list-style-type: none"> List the resources that your organization brings to the campaign. Include: money, number of staff, facilities, reputation, canvass, etc. <p>What is the budget, including in-kind contributions, for this campaign?</p> <ol style="list-style-type: none"> List the specific things you need to do to develop the campaign and ways in which the campaign will strengthen your organization. Fill in numbers for each. <ul style="list-style-type: none"> Expand leadership group Increase experience of existing leadership Build membership base Expand into new constituencies Develop Issue Campaign Message Develop Media Plan Develop a Fundraising plan – how can you raise money for and through this campaign? <ol style="list-style-type: none"> List the internal (organizational) problems, that must be considered if the campaign is to succeed. 	<ol style="list-style-type: none"> Who cares about this issue enough to join or help the organization? <ul style="list-style-type: none"> Whose problem is it? Into what groups are they already organized? What do they gain if they win? What risks are they taking? What power do they have over the target? Who are your opponents? <ul style="list-style-type: none"> What will your victory cost them? What will they do/spend to oppose you? How strong are they? What power do they have over the target? 	<ol style="list-style-type: none"> Primary Targets A target is always a person. It is never an institution or an elected body. There can be more than one target but each need a separate strategy chart as your relationships of power differs with each target. <ul style="list-style-type: none"> Who has the power to give you what you want? What power do you have over them? Secondary Targets (You don't always have or need secondary targets) <ul style="list-style-type: none"> Who has power over the people with the power to give you what you want? What power do you have over them (the secondary target)? 	<ol style="list-style-type: none"> For each target, list tactics that each constituent group can best use to put pressure on the target to win your intermediate and/or short-term goals. <p>Tactics must be:</p> <ul style="list-style-type: none"> In context Directed at a specific target Backed up by a specific form of power Flexible and creative Make sense to members <p>Tactics include:</p> <ul style="list-style-type: none"> Phone, email, petitions, LTE, OP ED, Media events Actions for information Public Hearings Non-Partisan Voter Registration and Education Non-Partisan GOTV Accountability Sessions Negotiations Elections Law Suits Strikes