

MIDWEST ACADEMY STRATEGY CHART©

Choose your issue, use chart to develop your campaign strategy. Be specific. List all possibilities. Develop a timeline. Use tabs for each column for more detail.

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"> 1. State the long-term goal of your campaign. 2. State the Intermediate goal 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 power? • Alter the relations of power? • What short term goals or partial victories can you win as steps toward your long-term goal? 	<ol style="list-style-type: none"> 1. List the resources that your organization brings to the campaign. Include: money, campaign budget and in-kind contributions; number of staff, leaders, members, facilities, canvass, (e)mail lists, phones, social media, online apps, research capacity, ability to get press, reputation; if part of a larger organization, what resources can they provide etc? 2. 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? 3. List internal (org) problems to consider if campaign is to succeed. 	<ol style="list-style-type: none"> 1. 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? 2. 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"> 1. 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 differ 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? 2. 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)? 	<p>For each target list the tactics that each constituent group can best use to pressure the target to win your intermediate or short-term goal? Include one or more face to face encounters with the target.</p> <p>Tactics must be:</p> <ul style="list-style-type: none"> • In context of the strategy • Directed at a specific target with at least one face-to-face encounter • Backed up by specific form of power • Flexible and creative • Make sense to members • Escalate in numbers <p>Tactics may include:</p> <ul style="list-style-type: none"> • Phone, email, petitions, letters to the editor, OP EDs, Mobile Commons • Online tactics, Social Media • Media events • Actions for information • Public Hearings • Non-Partisan Voter Reg & Ed • Non-Partisan GOTV • Accountability Sessions/Town Halls • Negotiations • Elections • Law Suits • Strikes • Civil-Disobedience

