

MIDWEST ACADEMY STRATEGY CHART

Goals	Organizational Considerations	Constituents, Allies/Opponents	Targets	Tactics
<p>1. List the long-term objectives of your campaign.</p> <p>2. State the intermediate goals for the issue campaign.</p> <p>What constitutes a victory? How long 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? <p>3. What short-term or partial victories can you win as steps toward your long-term goal?</p>	<p>1. List the resources that your organization brings to the campaign.</p> <p>Include: money, number of staff, facilities, reputation, etc.</p> <ul style="list-style-type: none"> ▪ What is the budget, including in-kind contributions, for this campaign? <p>2. List the specific ways in which you want your organization to be strengthened by this campaign.</p> <p>Fill in the numbers for each:</p> <ul style="list-style-type: none"> ▪ Expand leadership groups. ▪ Increase experience of existing leadership. ▪ Build a membership base. ▪ Expand into new constituencies. ▪ Raise more money. <p>3. List internal problems that have to be considered if the campaign is to succeed.</p>	<p>1. Who cares about the issues enough to join in or help the organization?</p> <ul style="list-style-type: none"> ▪ Whose problem is it? ▪ What do they gain if they win? ▪ What risks are they taking? ▪ What power do they have over the target? ▪ Into what group are they organized? <p>2. Who are your opponents?</p> <ul style="list-style-type: none"> ▪ What will your victory cost them? ▪ What will they do/spend to oppose you? ▪ How strong are they? 	<p>1. Primary targets</p> <p>A primary target is always a person. It is never an institution or elected body.</p> <ul style="list-style-type: none"> ▪ Who has the power to give you what you want? ▪ What power do you have over them? <p>2. Secondary targets</p> <ul style="list-style-type: none"> ▪ Who has the power over the people with the power to give you what you want? ▪ What power do you have over them? 	<p>1. For each target, list the tactics that each constituent group can best use to make its power felt.</p> <p>Tactics must be:</p> <ul style="list-style-type: none"> ▪ In context. ▪ Flexible and creative. ▪ Directed at a specific target. ▪ Make sense to the membership. ▪ Be backed up by a specific form of power. <p>Tactics include:</p> <ul style="list-style-type: none"> ▪ Media events. ▪ Actions for information and demands. ▪ Public hearings. ▪ Strikes. ▪ Voter registration and voter education. ▪ Lawsuits. ▪ Accountability sessions. ▪ Elections. ▪ Negotiations.