

GOALS	ORGANIZATIONAL CONSIDERATIONS	CONSTITUENTS, ALLIES & OPPONENTS	TARGETS	TACTICS
<p>Goals are what we want to WIN!</p> <p>1. Long-term goals of your campaign.</p> <p>2. Intermediate goal for this issue campaign. What constitutes victory?</p> <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? <p>3. Short term goals or partial victories that you can win as steps toward your long-term goal.</p>	<ul style="list-style-type: none"> - List resources that your organization brings to the campaign. Include: budget, in-kind contributions; number of staff, leaders, members, facilities, canvass, digital lists, phones, research capacity, ability to get press, reputation; if part of a larger organization, list resources it can provide, etc. - List specific things to develop the campaign and build the org. Give numbers! - Expand leadership group - Increase experience of existing leadership - Build membership base - Expand into new constituencies - Develop Issue Campaign Message - Media/Social Media Plans - Fundraising plan List internal problems that must be addressed if the campaign is to succeed. (e.g. racial/ethnic; financial, etc.) 	<p>1. Who cares about this issue enough to join or help the organization? Include the diversity of the target's district (race, ethnicity, gender, age, ability, religion, etc.)</p> <p>2. Whose problem is it? Into which 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?</p> <p>3. Who are your opponents? What will your victory cost them? What will they do/spend to oppose you? How might they divide you? How strong are they? What power do they have over the target?</p>	<p>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 needs a separate strategy chart as your relationships of power differ with each target.</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>Secondary Targets (You don't always have or need secondary targets. Needed when can't get to the primary target)</p> <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 the intermediate 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 - 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, LTEs, OP-EDs, Social Media - Media events - Actions for information - Public Hearings - Non-Partisan Voter Registration, Education - Town Halls - Accountability Sessions - Negotiations - Elections - Law Suits - Strikes - Civil Disobedience