

Sample Strategy Chart

Goals	Organizational Considerations	Constituents, Allies and Opponents	Targets	Tactics
<p>1. List the long-term objectives of your campaign.</p> <p>2. State the intermediate goals for this issue campaign. What constitutes victory?</p> <p>How will the campaign:</p> <ul style="list-style-type: none"> • Win concrete improvement 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. Include money, number of staff, facilities, reputation, canvass, etc.</p> <p>2. List the resources that the campaign does not currently have, but will need in order to succeed.</p> <p>3. List the specific ways in which you want your organization to be strengthened by this campaign. Fill in numbers for each. Some examples:</p> <ul style="list-style-type: none"> • Expand leadership group • Increase experience of existing leadership • Build membership base • Expand into new constituencies • Raise more money <p>4. List internal problems that have to be considered if this campaign is to succeed.</p>	<p>1. Who cares about this issue 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 groups 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>A target is always a person. It is never an institution or elected body.</p> <p>1. Primary Targets</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 power over the people with the power to give you what you want? • What power do you have over them? 	<p>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

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© Midwest Academy, 28 East Jackson Blvd. #605, Chicago, IL 60604 (312) 427-2304 mwacademy@aol.com www.midwestacademy.com

The Center for Tobacco Policy & Organizing • 921 11th Street, Suite 619 • Sacramento, CA 95814
Phone: (916) 442.4299 • Fax: (916) 442.8585