

Midwest Academy Strategy Chart

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

Goals	Organizational Considerations	Constituents	Decision Maker	Tactics
<p>What are the long-term goals of your campaign?</p> <p>What is the intermediate goal for the campaign? What specifically will constitute a victory?</p> <p>What short-term or partial victories can you win as steps toward your intermediate goal?</p>	<p>In specific numbers, list the resources that your organization brings to the campaign.</p> <p>In the same terms, list the ways in which you want this campaign to strengthen your organization.</p> <p>List any internal organizational problems.</p>	<p>Who cares about this issue enough to join in the campaign? Into what already existing groups are they organized?</p> <p>Which individuals or organizations will be willing and able to help your campaign?</p> <p>Who will actively organize against you?</p>	<p>Who has the power to give you what you want? What power do you have over them?</p> <p><i>Remember, a decision maker is always a person or persons.</i></p> <p>Is there a secondary decision maker or someone who has power over your primary decision maker? What power do you have over them?</p>	<p>How can you demonstrate the power you have over your decision maker?</p> <p>Tactics must be:</p> <ul style="list-style-type: none"> -Directed at a specific decision maker. -Backed up by a specific and explicit form of power. <p>Tactics include:</p> <ul style="list-style-type: none"> -Direct actions with the decision maker -Public hearings -Voter registration, education, and turnout -Strikes -Letter writing, postcards, and petitions

Strategy Chart

Goals

**Organizational
Considerations**

Constituents

Decision Maker

Tactics

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