

The Midwest Academy Strategy Chart

| Goals | Organizational Considerations | Constituency People Power | Decision Maker (Target) | Tactics |
|---|---|--|--|--|
| <p><u>Long Term</u> What you really want. Example: Affordable health care for all.</p> <p><u>Intermediate</u> What you are trying to win now. Example: expand Healthy Children Program.</p> <p><u>Short Term</u> Step to the Intermediate Goal. Example: get bill out of committee in state legislature.</p> <p>Goals are always concrete improvements in people's lives!</p> | <p><u>What resources can you put in?</u></p> <ul style="list-style-type: none"> • People? • Time? • Money? • Space? <p><i>Be Specific!</i></p> <p><u>How will you build the organization?</u></p> <ul style="list-style-type: none"> • New members. • Money to raise. • New Leaders. • Public recognition. <p><i>How much? How many? Be specific!</i></p> <p><u>Internal problems in the way?</u></p> <ul style="list-style-type: none"> • How to solve. | <p><u>Who cares about the issue?</u></p> <ul style="list-style-type: none"> • Whose problem is it? • What power do they have over the Decision Maker? • What do they gain if they win? • What risks are they taking? • How are they organized; where can you find them? <p><i>How many?</i></p> <p><i>Be specific!</i></p> <p><u>Opponents?</u> Can you neutralize any opponents?</p> | <p>The person who has the power to give you what you want!</p> <p><i>Always a person with a name, not an institution!</i></p> <p><u>Secondary Target</u></p> <p>Someone over whom you have power, who has power over the Decision Maker (not applicable in most campaigns)</p> | <p><u>What you will do to make the decision-maker give you what you want.</u></p> <ul style="list-style-type: none"> • Letter writing • Petitions • Coordinated phone calling • Public Hearings • Group Visits to Decision Makers • Media Events • Rallies • Actions • Accountability sessions • Etc, etc. |