

# Midwest Academy Strategy Chart

Goals	Organizational Considerations	Constituents, Allies and Foes	Targets	Tactics
1. Long-term Objectives	1. Resources	1. Constituents	1. Primary Targets:	Examples:
2. Incremental Goals	2. Ways you want to Build your Organization	2. Allies	2. Secondary Targets:	
3. Short-term Goals or Partial Victories	3. Internal Problems	3. Opponents		

# Midwest Academy Strategy Chart

Goals	Organizational Considerations	Constituents, Allies and Foes	Targets	Tactics
<p><b>1. List the Long-term Objectives of your campaign.</b></p> <p><b>2. What are the Incremental Goals for your work?</b></p> <p>a) What counts as victory? b) How will you win concrete improvements in people's lives? c) How will the campaign give people a sense of their own power? d) How will it alter the relations of power?</p> <p><b>3. What are the Short-term Goals or Partial Victories that can be steps towards the goal?</b></p>	<p><b>1. List the resources your group has available, including:</b></p> <p>a) people b) skills c) reputation d) access to money or facilities</p> <p><b>2. List the Ways you want to Build your Organization through the campaign – list #'s!</b></p> <p>a) Expand leadership group b) Increase members' experience c) Build membership base d) Expand into new constituencies</p> <p><b>3. List the Internal Problems that need to be considered for the campaign to succeed</b></p>	<p><b>1. Constituents: Who cares enough about this issue to join in the fight?</b></p> <p>a) Whose problem is it? b) What do they gain if they win? c) What risks are they taking? d) What power do they have over the target? e) Into what groups are they organized?</p> <p><b>2. Allies: Who cares enough about this issue to help out?</b></p> <p>a) What do they gain if they win? b) What risks are they taking? c) What power do they have over the target? d) Into what groups are they organized?</p> <p><b>3. Who are your Opponents?</b></p> <p>a) What will your victory cost them? b) What will they do/spend to oppose you? c) How strong are they?</p>	<p>A target is always a person. It is never an institution or elected body.</p> <p><b>1. Primary Targets:</b></p> <p>a) Who has the power to give you what you want? b) What power do you have over them?</p> <p><b>2. Secondary Targets:</b></p> <p>a) Who has the power over the people with the power to give you what you want? b) What power do you have over them?</p>	<p>For each target, list the tactics that each constituent group can best use to make its power felt.</p> <p><u>Tactics must:</u></p> <ul style="list-style-type: none"> <li>• Be in context</li> <li>• Be flexible and creative</li> <li>• Be directed at a specific target</li> <li>• Make sense to the membership</li> <li>• Be backed up by a specific form of power</li> </ul> <p><u>Tactics include:</u></p> <ul style="list-style-type: none"> <li>• Official contact: meetings, letters, phone calls</li> <li>• Educational, awareness-raising events</li> <li>• Public pressure: call-ins, e-mail or letter-writing campaigns</li> <li>• Media events: press conferences, media releases, op-ed/editorials, etc.</li> <li>• Petition Drive, election campaign, questions at town hall meetings</li> </ul>