

# The Midwest Academy Strategy Chart

Goals	Organizational Considerations	Constituency People Power	Decision-Maker (Target)	Tactics
<p><b>Long-Term</b></p> <p>What you really want. Example: Affordable housing for all.</p> <p><b>Intermediate</b></p> <p>What you are trying to win now. Example: State low-income housing trust fund.</p> <p><b>Short-Term</b></p> <p>A step to the Intermediate Goal. Example: Get Rep. Smith to vote yes on bill.</p> <p><i>Goals are always concrete improvements in people's lives!</i></p>	<p><b>What resources can you put in now?</b></p> <ul style="list-style-type: none"> <li>• Number of people?</li> <li>• Social media lists?</li> <li>• How much time?</li> <li>• Meeting space, copiers, etc.</li> <li>• Money?</li> </ul> <p><i>Be Specific!</i></p> <p><b>How will you build your organization?</b></p> <ul style="list-style-type: none"> <li>• New members.</li> <li>• Money to raise?</li> <li>• New Leaders.</li> <li>• Public recognition</li> </ul> <p><i>How much? How many? Be specific!</i></p> <p><b>Internal problems in the way?</b></p> <ul style="list-style-type: none"> <li>• How to solve.</li> </ul>	<p><b>Who cares about the issue?</b></p> <ul style="list-style-type: none"> <li>• Whose problem is it most directly?</li> <li>• Who else will be an ally on this issue?</li> <li>• What power do they have over the Decision Maker?</li> <li>• What do they gain if they win?</li> <li>• What risks are they taking?</li> <li>• How are they organized; where can you find them?</li> </ul> <p><i>How many? Be specific!</i></p> <p><b>Opponents?</b></p> <p>Can you neutralize or divide any opponents?</p>	<p><b>The person who has the power to give you what you want!</b></p> <ul style="list-style-type: none"> <li>• Elected or appointed or corporate?</li> <li>• Do you have electoral or consumer power?</li> <li>• Analyze your potential power over them very concretely so that you can use it strategically!</li> </ul> <p><i>Always a person with a name, not an institution!</i></p> <p><b>Secondary Target</b></p> <p>Someone over whom you have power, who has power over the Decision-Maker (not used in most campaigns)</p>	<p><b>How you will show power to the target so s/he will say yes to the goals.</b></p> <p><b>1. Show power directly to the Decision-Maker</b></p> <ul style="list-style-type: none"> <li>• Letter writing</li> <li>• Petitions</li> <li>• Phone calling</li> <li>• Social Media Tactics</li> <li>• Group Visits to Decision Makers</li> <li>• Media Events</li> <li>• Rallies</li> <li>• Actions</li> <li>• Public Forums</li> <li>• Etc, etc.</li> </ul> <p><b>2. Public Education and Organization Building</b></p> <ul style="list-style-type: none"> <li>• Rallies/Banners</li> <li>• Social Media</li> <li>• Strategic Civil Disobedience</li> <li>• Media events, etc.</li> </ul>

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<p><b>Long-Term</b></p>	<p><b>What resources can you put in now?</b></p>	<p><b>Who cares about the issue?</b></p>	<p><b>The person who has the power to give you what you want!</b></p>	<p><b>How you will show power to the target so s/he will say yes to the goals.</b></p> <p><b>1. Show power directly to the Decision-Maker</b></p>
<p><b>Intermediate</b></p>	<p><b>How will you build your organization?</b></p>			
<p><b>Short-Term</b></p>			<p><b>Secondary Target</b> (not always needed)</p>	<p><b>2. Public Education and Organization Building</b></p>
<p><i>Goals are always concrete improvements in people's lives!</i></p>	<p><b>Internal problems in the way?</b></p>	<p><b>Opponents?</b></p>		