

Strategy Chart - Example

GOALS	ORGANIZATIONAL CONSIDERATIONS	CONSTITUENTS, ALLIES + OPPONENTS	TARGETS	TACTICS AND TASKS
<p>LONG TERM: <i>Think big picture goals, where the campaign can be considered as a stepping stone. These are goals the coalition hopes to eventually accomplish down the line.</i></p>	<p>1. Current Organizational/Coalition Resources: <i>List resources the agency and coalition brings to the campaign. Consider staff and agency experience, community relationships, and organizational resources.</i></p>	<p>1a. Constituents: <i>People or groups who are active or potentially active coalition members. Residents of the jurisdiction in which the PAM-based campaign is taking place.</i></p>	<p>1. Primary: <i>Specific people who have the power to help the coalition achieve its goals. Targets are swing or undecided votes. What influence does the coalition have over them?</i></p>	<p>1. Tactic (insert corresponding SOW Activity ID #)</p> <ul style="list-style-type: none"> a. Task (insert corresponding SOW Activity ID # leading into tactic) b. Task (insert corresponding SOW Activity ID # leading into tactic) c. Task (insert corresponding SOW Activity ID # leading into tactic)
<p>INTERMEDIATE: <i>What constitutes a victory? List specific policy provisions (primary + secondary). How will the campaign win concrete improvements in people's lives?</i></p>	<p>2. Resources Needed: <i>What resources does the campaign not yet have, but need to succeed?</i></p>	<p>1b. Allies: <i>Individuals or groups who won't become active coalition members, but support the campaign. If listing a group, please provide name of main contact/liaison + contact info.</i></p>	<p>2. Secondary: <i>People who have influence over the decision makers. Targets can also include "yes" votes. What influence does the coalition have over them?</i></p>	<p>2. Tactic (insert corresponding SOW Activity ID #)</p> <ul style="list-style-type: none"> a. Task (insert corresponding SOW Activity ID # leading into tactic) b. Task (insert corresponding SOW Activity ID # leading into tactic)
<p>SHORT TERM: <i>Short-term goals are not always necessary, but consider partial victories the coalition can win as steps towards the long-term goal.</i></p> <p>THINGS TO CONSIDER: Goals are always victories, not accomplishments or tasks. What constitutes a victory for the coalition? How much is the coalition willing to compromise? Are the goals clear + specific?</p>	<p>3. Other gains/wants in addition to policy passage: <i>List ways in which the coalition and/or organization would like to be strengthened by this campaign. Consider press coverage, build membership base, expand into new constituencies.</i></p> <p>4. Internal Hindrances: <i>What internal problems should be considered if the campaign is to succeed?</i></p> <p>THINGS TO CONSIDER: Tactics rely on assets + meeting the goals of coalition members. Helping coalition members achieve their own goals will result in stronger, more committed members.</p>	<p>2. Opponents: <i>What influence does this person have within the jurisdiction? What power does this person have over the target?</i></p> <p>THINGS TO CONSIDER: Be specific. List names, organizations, relevance or relation to the campaign + contact info where available. Use in conjunction with Circles of Influence to demonstrate the relationships the coalition has + the ones still needed to reach the target.</p>	<p>THINGS TO CONSIDER: A target is ALWAYS a person, not an institution or elected body. DO NOT include decision makers who are clear opponents. Include name, title + contact info. Use the Decision Maker Matrix to help determine if each individual decision maker is a yes, no, or swing.</p>	<p>THINGS TO CONSIDER: How is the coalition engaging the target(s)? Tactics are what allies + constituents do to the targets to reach the coalition's goals. Use tasks outlined in the Action Plan that will contribute to achieving a tactic. Remember, tactics are directed at a specific target. Tactics demonstrate the coalition's/organization's strength, power + breadth.</p>

Strategy Chart

*Insert Jurisdiction & Policy
Last Updated: MM/DD/YYYY*

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LONG TERM:	1. Current Organizational/Coalition Resources:	1a. Constituents:	1. Primary:	1. Tactic (Activity ID #) a. Task (Activity ID #) b. Task (Activity ID #) c. Task (Activity ID #) 2. Tactic (Activity ID #) a. Task (Activity ID #) b. Task (Activity ID #)
INTERMEDIATE:	2. Resources Needed:	1b. Allies:		
SHORT TERM:	3. Other gains/wants in addition to policy passage:	2. Opponents:		
	4. Internal Hindrances:			