

The Midwest Academy Strategy Chart

Goals	Organizational Considerations	Constituency	Target Decision-maker	Tactics
<p>Long Term What you really want. Example: Safe affordable health care for all.</p> <p>Intermediate What you are trying to win now. Example: a Patient bill or rights.</p> <p>Short Term Steps to the Intermediate Goal, Example: get the bill out of committee.</p> <p>Goals are always won from someone</p>	<p>What resources can you put in?</p> <ul style="list-style-type: none"> • People? • Time? • \$? <p>Be Specific</p> <p>-----</p> <p>How will you build the organization?</p> <ul style="list-style-type: none"> • New members. • Money to raise. • Allies. • New Leaders. <p>How much? How Many? Be specific.</p> <p>Internal problems in the way? How to solve.</p>	<p>Who cares about the issue?</p> <ul style="list-style-type: none"> • Whose problem is it? • What do they gain if they win? • What risks are they taking? • What power do they have over the Decision Maker? • How are they Organized? • Where can you find them? 	<p>The person who has the power to give you what you want?</p> <p>Secondary Target Someone over whom you have power, who has power over the Decision Maker than you do.</p> <p>Decision Makers are always people, never an institution. That is specific council members not THE City Council.</p>	<p>What Constituents do to Decision-makers to make them give you the Goals.</p> <ul style="list-style-type: none"> • Petitions • Letter Writing • Media Events • Rallies • Public Hearings • Group Visits to Decision Makers • Actions • Accountability Sessions • Marches • Etc., Etc.