



Direct Action Organizing Strategy Chart

Goals	Organizational Considerations	Constituents, Allies and Opponents	Targets	Tactics
<p>1. List the long-term objectives of your campaign.</p> <p>2. State the intermediate goals for this issue campaign. What constitutes victory?</p> <p><i>How will the campaign:</i></p> <ul style="list-style-type: none"> ▪ Win concrete improvements in people's lives? ▪ Give people a sense of their own power? ▪ Alter the relations of power? <p>3. What short-term or partial victories can you win as steps toward your long-term goal?</p>	<p>1. List the resources that your organization brings to the campaign. Include: money, number of staff, facilities, reputation, canvass, etc.</p> <p>What is the budget? Including in-kind contributions, for this campaign?</p> <p>2. List the specific ways in which you want your organization to be strengthened by this campaign. Fill in numbers for each.</p> <ul style="list-style-type: none"> ▪ Expand leadership group ▪ Increase experiences of existing leadership ▪ Build membership base ▪ Expand into new constituencies ▪ Raise more money <p>3. List the internal problems that have to be considered if the campaign is to succeed.</p>	<p>1. Who cares about this issue enough to join or help the organization?</p> <ul style="list-style-type: none"> ▪ Whose problem is it? ▪ Into what groups are they already organized? ▪ What do they gain if they win? ▪ What risks are they taking? ▪ What power do they have over the target? <p>2. Who are your opponents?</p> <ul style="list-style-type: none"> ▪ What will your victory cost them? ▪ What will they do/spend to oppose you? ▪ How strong are they? ▪ What power do they have over the target? 	<p>1. Primary Targets</p> <p>A target is always a person. It is never an institution or an elected body. There can be more than one target but each needs a separate strategy chart as your relationships of power differ with each target.</p> <ul style="list-style-type: none"> ▪ Who has the power to give you what you want? ▪ What power do you have over them? <p>2. Secondary Targets (You don't always have or need secondary targets)</p> <ul style="list-style-type: none"> ▪ Who has the power over the people with the power to give you what you want? ▪ What power do you have over them (the secondary target)? 	<p>1. For each target list the tactics that each constituent group can best use to put pressure on the target to win your intermediate or short-term goal?</p> <p>Tactics must be:</p> <ul style="list-style-type: none"> ▪ In context ▪ Directed as a specific target ▪ Backed up by a specific form of power ▪ Flexible and creative ▪ Make Sense to the membership <p>Tactics include:</p> <ul style="list-style-type: none"> ▪ Media events ▪ Actions for information and demands ▪ Public hearings ▪ Voter registration and education ▪ Accountability sessions ▪ Negotiations ▪ Elections ▪ Law Suites ▪ Strikes