

STRATEGIC CAMPAIGN PLANNING

Ohio Student Environmental Coalition Retreat, January 2012

Some complementary online resources :

- Checklist for choosing an issue by the Midwest Academy
- Tactic Analysis by Training for Change

1) Research / "Lay of the Land"

What is currently going on relating to your issue and your goals – policies, projects, organizations, etc?

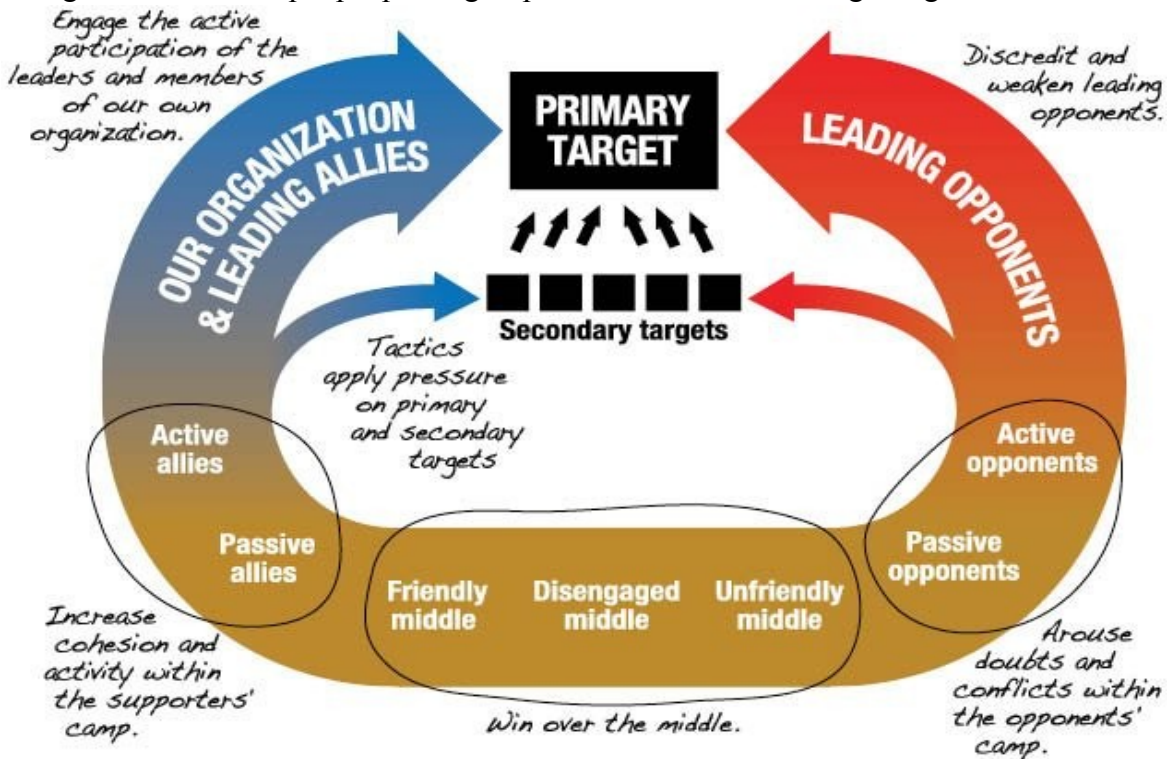
2) Goals – Organizational and Campaign

What does victory look like? How will our group grow in the process?

	Long Term	Mid Term	Short Term
Campaign			
Organizational			

3) Spectrum of Allies & Opponents

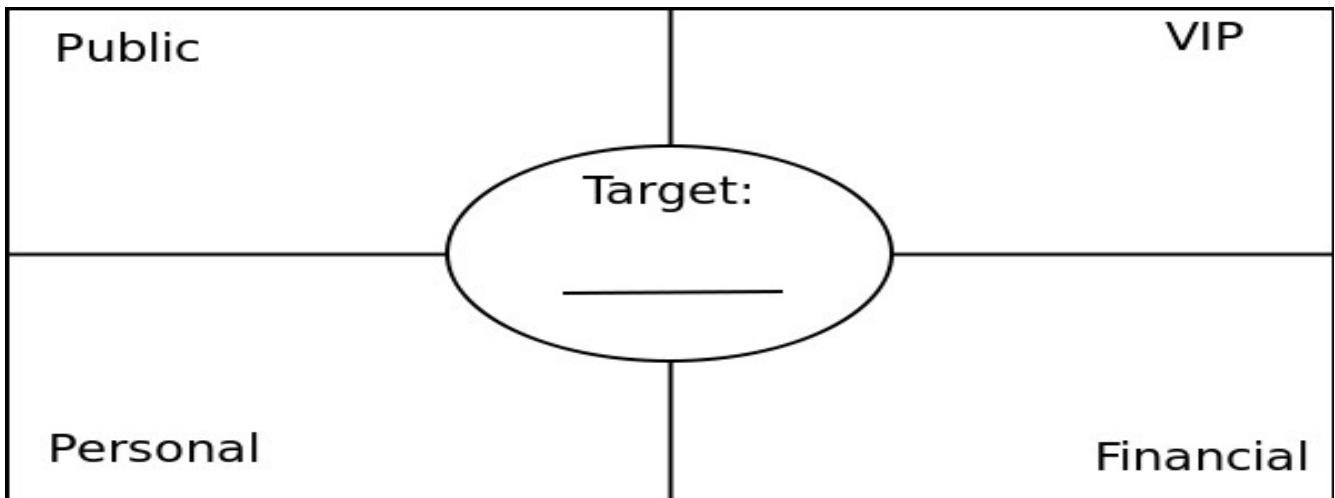
Identify and strategize around a couple people or groups in each of the following categories:



Active Allies	Passive Allies	Friendly Middle	Disengaged Middle	Unfriendly Middle	Passive Opponents	Active Opponents

4) Targets

A target is an individual who can give you what you want; secondary targets influence that person.



5) Media: Story, Slogan, & Outlets

Story = 2-3 sentences; Slogan = 10 words or less

-*Story*: Identify these characters, then put them into sentence form in order:

Victim Villain Hero (usually target) Problem Resolution

-*Slogan*: String together key elements (i.e. "OSEC: Students and allies working together for climate justice"):

-*Media outlets*: Identify who would be interested in covering the campaign:

6) Tactics

A tactic is something that expresses your and your allies' desires/demands to the targets. Examples include letter writing, sit-ins, etc. Brainstorm, then prioritize using the "Tactic Analysis":

7) Timeline

Congratulations, it's time for a bigger page! I recommend a calendar and/or whiteboard. (And don't forget all the good stuff we've got so far - goals, allies, tactics, etc - when filling it out.)

