

Californians for Justice - Campaign Strategy Chart

GOAL	<i>Organizing (Base / Power Building)</i>	<i>Campaign</i>
Strategic Fit		
Strategy		
Specific Objectives		
Tactics		

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GOAL	<p><i>Organizing (Base / Power Building):</i></p> <p>Based on our power analysis, what is our organizing (base/power building) goal?</p>	<p><i>Campaign</i></p> <p>Based on our power analysis, what is our campaign goal?</p>
Strategic Fit	<p>How does the goal strategically fit into our mission & vision?</p>	<p>How does the goal strategically fit into our mission & vision?</p>
Strategy	<p>What are our key organizing (base/power building) strategies?</p>	<p>What are our key campaign strategies?</p>
Specific Objectives	<p>What specific organizing objectives do we have to meet our strategy?</p>	<p>What specific campaign objectives do we have to meet our strategy?</p>
Tactics	<p>What organizing tactics (activities) will we use?</p>	<p>What campaign tactics (actions) will we use?</p>

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