

Campaign Strategy Chart Issue:

Problem:

Long term Vision for Change:

<p>Our Base (People most affected by the problem who can be recruited to join CFJ. BE SPECIFIC)</p> <p>How do we recruit and keep them involved (TACTICS)?</p>	<p>Specific Demands (solutions to the problem)</p> <p>Short term (NOW)</p> <p>Mid term (1-2 years)</p> <p>Long term (3-5 years)</p>	<p>Handles (Arguments – moral, legal, political, economic or common sense reasons why you should win on the issue)</p> <p>What is our main message?</p> <p>Campaign name?</p> <p>Slogan?</p>	<p>Targets (an individual with the power to give the organization its demands)</p> <p>Secondary Targets (an individual who has power or influence over your Target)</p> <p>How do we neutralize them or win them over??? (TACTICS)</p>	<p>Current Allies (individuals or groups who also have interest in resolving the issue.)</p> <p>Missing Links (individuals or groups who we need to reach out to!)</p> <p>How do we get them on our side??? (TACTICS)</p>
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TACTICS: what can we do to build our base, increase our allies, neutralize our opponents, and get our TARGET to give us what we want???

Make a timeline that builds momentum to win your campaign.

Month	What are you doing?	Next Steps	Who's in charge
Sept			
Oct.			
Nov.			
Dec.			
Jan.			
Feb.			
March			
April			
May			
June			