

The Midwest Academy Strategy Chart

Goals	Organizational Considerations	Constituency	Decision Maker (Target)	Tactics
<p><u>Long Term</u></p>	<p><u>What resources does the organization have to use in this campaign?</u></p>	<p><u>Who cares about the issue?</u></p>	<p><u>The person who has the power to give you what you want!</u></p>	<p><u>What the constituents will do to the decision-maker to make him/her say YES to the GOALS.</u></p>
<p><u>Intermediate</u></p>	<p><u>How will you build the organization?</u></p>	<p><u>Opponents?</u></p>	<p><u>Secondary Target</u> (not always applicable!)</p>	
<p><u>Short Term</u></p>	<p><u>Internal problems in the way?</u></p>			