

Strategy Chart Guide for HFRAN

Goals	Targets	Organizational Considerations	Constituents, Allies, Opponents	Tactics
<p>List the long-term objective(s) of the campaign</p> <p>List short-term goals to achieve along the way to the long-term goal(s)</p> <p>Make sure your goals will:</p> <ol style="list-style-type: none"> 1. Win concrete improvement in people's lives 2. Give people a sense of their own power. 	<p>Targets are always people, not organizations.</p> <p>Define primary target(s): who has the power to give us what we want? This will likely be the Mayor and City Council, but could vary.</p> <p>Define secondary target(s): who has power over your primary targets? Think about government officials, businesses, community organizations, donors, and others. What power do we have over them?</p>	<p>What resources does HFRAN and its members bring to the campaign? Money, staff, facilities, reputation, etc.</p> <p>What data do we have that informs the problem, or what data do we need?</p> <p>List the specific ways in which HFRAN can be strengthened by this campaign:</p> <ul style="list-style-type: none"> • Expand leadership • Increase experience of existing leadership • Build membership base • Expand into new constituencies • Raise more money <p>List any internal problems that have to be considered if the campaign is to succeed.</p>	<p>Who cares about this issue enough to join in or help us?</p> <ul style="list-style-type: none"> • Who is directly impacted? • What power do they have over the target? • Into what groups are they organized? • Who else is directly or indirectly impacted and has power over the target? <p>Who are our opponents?</p> <ul style="list-style-type: none"> • How strong are they? • How are they organized? 	<p>For each target, list the tactics we can best use to make our power felt.</p> <p>Tactics must be:</p> <ul style="list-style-type: none"> • Flexible and creative. • Directed at a specific target. • Make sense to the membership. <p>Tactics include:</p> <ul style="list-style-type: none"> • Media events • Social media • Public hearings • Emails, calls, in-person meetings with legislators • Public actions or demonstrations • Lawsuits