

# Holistic Strategy for Change

**GOALS:**

<p><b>What are you seeking to achieve in this campaign?</b></p>
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**CONSTITUTENTS, ALLIES, & OPPONENTS:**

<p style="text-align: center;"><b><u>Constituents</u></b></p> <p>Who are the people – organized or not – on YOUR SIDE of the issue who SHARE your self-interest and WILL BENEFIT if you win?</p>	<p style="text-align: center;"><b><u>Allies</u></b></p> <p>Who are the people and organizations who can align with your issue for reasons that may differ from your own?</p>	<p style="text-align: center;"><b><u>Opponents</u></b></p> <p>Who are the people and organizations who oppose you and who will lose if you win? What will they do to oppose you? How strong are they?</p>

**TARGETS:**

<p style="text-align: center;"><b><u>Primary Target</u></b></p> <p>Who has the power to give you what you want? What power do you have over them?</p>	<p style="text-align: center;"><b><u>Secondary Target</u></b></p> <p>Who has the power to influence your primary target? What power do you have over them?</p>

**TACTICS:**

What steps could you take to influence your PRIMARY Targets?	What steps could you take to influence your SECONDARY Targets?	Partial List of Tactics:

**RESOURCES:**

<u>What We Want</u> What organizational gains do we want from this campaign (more people, more leaders, etc.)?	<u>What We Need</u> What resources, people, money, info, etc. do we need to carry out the campaign? What problems do we need to solve to move forward?	<u>What We Have</u> What resources, people, money, info, etc. do you have to carry out the campaign?