

STRATEGY PLAN

GOALS	DECISION MAKERS	ALLIES, CONSTITUENTS, AND OPPONENTS	TACTICS	RESOURCES

Campaign Background/Context:

GOAL: Choose a goal or goals that have a reasonable chance of success. This will allow you to build a strong network of supporters and form lasting relationships with other stakeholders. Together you will build the overall power of the livable streets movement in Salt Lake County. Goals should be specific and measurable. Rather than something general, such as “improve bicycle safety,” a good example would be “a protected bike lane on main street.” More specific goals make the ask more concrete, will help to rally more allies to your cause, and will allow you to determine if you have been successful with your campaign.

DECISION MAKER: The end goal is to win over whoever is responsible for the space in which you would like changes made. Targets should always be individual people, and ideally individuals who are directly accountable to you, the voter.

ALLIES: Consider your targets’ affiliations and make a list. If you can convince representatives from these affiliated groups to sign on to your campaign, you’ll have a better shot of winning over your target. This list of partners will become a blueprint for further outreach.

TACTICS: Tactics are actions that you or your partners take to convince your target to do what you want (deliver your goal, in this case a bike lane on Main Street). Tactics include petitions, coalition letters, one-on-one meetings with your target, rallies and press coverage. A tactic is only effective if it’s delivered, in some form, to your target. 100 petitions for your bike lane don’t mean anything if they’re not given to the person who can make the decision you desire. “Raising awareness” doesn’t do you any good unless you’re raising your target’s awareness, or using that awareness to mobilize individuals to pressure your target directly (through signing a petition that you then deliver to your target, for instance). The tactics you choose should reinforce your strategy.

RESOURCES: Once you’ve established a concrete set of goals, list the resources you have to run the campaign in the Resources column. These could include your time, your neighbors’ energy or skills, the ability to print materials, etc. Be as specific as possible. For instance, write: “two hours per week of my time,” or “Amy’s printer to print 100 petition sheets per month”. One goal of the strategy chart is to get you, the organizer, to be realistic about what you have at your disposal, so you can leverage your resources as efficiently as possible.