



# Campus Organizing Guide

## **General Tips for Effective Organizing**

### **Be Personal:**

Personal relationships are at the heart of organizing so take time to get to know each other. This does not have to be done during the meeting. Stay later to talk to people and stop to talk to members whenever you see them on campus. Set up dinners with members that you would like to know better and have weekly dinners for the group's leaders or other members who wishes to join. Whenever a new person comes to a meeting, make sure you spend time with them afterwards to explain the group and what it has been doing. The strength of the group is ultimately dependent on the level of passion and the relationships between its members.

### **Be Active:**

The campaign is ultimately about action. There must always be at least one active project the group is working on and every member must have at least one responsibility. Set up specific goals for these projects with specific deadlines. Have a definite strategy and a concrete plan of action that everyone agrees to. This should involve a lot of brainstorming and creative ideas. Make sure these are goals that are achievable and progress on it is measurable.

If a goal is too distant or requires large amounts of work, set up intermediate goals that can be accomplished more easily. Without a specific objective, people easily lose motivation so make use of everyone in the group. You will be unable to attract new members if you do not even use the members you have effectively.

At the same time, it is important not to overwhelm the group with too many goals. The group should be focused and tasks should be complementary rather than diverse or unrelated. Make sure people are doing just enough to stay interested but not too much to be discouraged. It is therefore very important for the group to decide together what projects to tackle so that everyone feels responsible and committed.

Use verbal praise or recognition once specific individuals or the group as a whole has accomplished something significant. Celebrate by having a meeting with lots of food or by sending a passionate group email congratulating everyone.

### **Delegate Responsibility:**

Everyone should know exactly what he or she is responsible for all the time. Give everyone a specific task to do and make sure they know how their work is meaningful. Different people should take on different tasks depending on their level of comfort and their interests. Tailor responsibility to the individual and realize that everyone is talented in different ways.

Setup different committees in which groups of interested students can tackle specific issues together and report back to the group once conclusions or recommendations have been made. These committees can be about expansion, media, research, advocacy, fundraising, or other specific projects. The committees should meet separately and have a set of more targeted and in-depth agendas and objectives. Have a committee coordinator who sets up the meetings and runs the agenda. By creating more leadership roles within the group, you create more opportunities for leaders to develop. Growth for individuals ensures growth for the group.

Have a different person coordinate the group general meeting every time. People that run the meeting will feel very connected to the group while other members will see that the group is about every individual member and not just its leaders. The group exists to serve the interests and passions of all its members so make sure everyone has the opportunity to contribute significantly. The more work is delegated effectively, the more commitment and interest people will have.

### **Remember What It's All About:**

You are literally saving the lives of children around the world. Never let yourself and other people in the group forget that. There are not many, if any, more valuable things in the world that you could be doing instead. Whenever you feel unmotivated or tired, imagine the child that your actions are helping. It is time everyone has the opportunity to grow up healthy and with hope. It is up to each one of us to make that a reality.

## **Recruitment and Publicity**

You will need to do outreach and publicity to build group membership, get attendance at events, and educate your campus on global health issues. Here are some ways to do these things effectively.

**Personal contact and friendship networks** are the best ways to inform people about global health and to get them involved in your group. Encourage members to talk to their friends and classmates about global health and your group's activities and get these people to come to your meetings and events. Personal relationships are at the core of any social movement or organization! The following specific recruitment tactics require personal contact, and are often the most effective tools for gathering a new membership base:

**One-on-Ones** are a more formalized form of personal contact. Once you discover someone who may be interested in working on global health issues, invite them to have lunch in the dining hall with you or to take a walk around campus to discuss their interest in global health. You will have a chance to get to know them and then they will feel more comfortable in joining the coalition or in coming to your meeting. (Please see the "One on Ones" guide for tips on how to do one on ones effectively.)

**Dorm Storming** is going door do door on campus to inform people about a big upcoming event, or to collect letters or petition signatures for an advocacy campaign.

**Networking your message through large groups of people** is a little less personal, but it has the advantage of reaching a large volume. If you can get your message about UCGH out to people via some trusted source, you almost always win! Otherwise, appealing to the masses personally on behalf of UCGH produces a likely chance of getting a few interested passersby to pursue involvement with UCGH.

**Tabling** is an excellent way to disseminate information about your coalition to students. You simply set up a table in a high-traffic area of campus and distribute information about your next meeting, the global health, your current advocacy campaign, etc. Tabling is typically most effective when you are getting people to do something—like write a letter to Congress or commit to coming to an event. Tabling must be active and dynamic in order to yield results, so please see the suggestions for tabling in the advocacy guide.

**School activities fairs** are usually held once or twice a year on campus. Student groups set up informational tables about their groups at these events in order to let other students know about their group and to attract new members. Student activities offices have information about when these are. Check into this possibility even if your group is not officially registered. Make sure your table is attractive, that it has information about your group at it, and plenty of sign-up sheets. Really talk to the students passing by to engage them! Don't just sit there and expect them to come to you—be outgoing!

**Campus events** like lectures on social justice issues, benefit concerts, rallies for other social justice causes, HIV testing drives, and others are great times to get the word out about your coalition work. Make your own campus brochure to pass out at events like these to attract new members.

**Use Media Outlets** at your school to your greatest advantage. It is the least personal way to connect with a large audience of people, but it overall gets your message out to the greatest volume of students and therefore increases the likelihood of a few interested people contacting you about joining your coalition.

**Campus newspapers** are a great way to get the word out about your events and your chapter. You could take out an ad in the school paper to publicize your group and its activities, or you could write an op-ed or letter to the editor about global health.

**Campus radio stations** sometimes run free public service announcements. Send them an event notice or find out how to do a PSA tape yourself. Encourage DJs to play them during their shows.

**Postering** can be used to advertise your meetings, your events or just information on the global health crisis. Keep posters short, simple and eye-catching. Make your main message BIG—people should be able to see it from 20 feet away, and don't put too much text on the rest of the poster. Know campus rules on where you can hang posters. Make sure contact info for your group is on the poster!

**Chalking** is another great way to get the word out on campus. Get a group of people together, a couple of boxes of chalk and write short phrases advertising a campaign, an important planning meeting, or just facts about global health to raise campus awareness.

## Talking to People Effectively

### **The Basics:**

No number of emails can replace an actual conversation. This applies to members in your group as well as to people you are trying to recruit. Get to know them and figure out how they feel about global health and your coalition. Listen to them as much as possible and really understand their perspective and interests. Remember to feel passionately about what you say. Your attitude will certainly have a powerful impact on theirs. Emphasize action and momentum. The time is now; the opportunity is here! We can make a difference today.

### **Recruiting People:**

This is a list of different things you can talk about but you obviously don't want to cover every item. Tailor your talk to different people and make sure you maintain their interest by asking them simple or specific questions.

1. Introduce yourself and remember to smile!
2. Ask how they became interested and how much they already know.
3. Explain your coalition
  - The simple logic of global health issues
  - The opportunity to have a healthy world for the first time in history
  - The truth about U.S. foreign affairs spending
  - A new movement that is beginning really only this year
  - Establishing a network of students across the country to act for change
  - Encouraging Congress to increase funding
4. Emphasize that now is a really exciting time to participate:
  - Students have always played key roles in social movements (e.g. environmental, anti-apartheid, sweatshops)
  - The U.S. has committed to increasing aid but has been taking money away from many global health programs
5. Explain that there are so many ways that they can contribute
  - Learn more through our documents and our web page (and those of the member organizations of UCGH)
  - Engage in advocacy opportunities like promoting the global health legislation.
  - Write an article for publications like the school newspaper.
6. Describe what your coalition currently working on and how they can contribute.
7. If they show any amount of interest make sure you get their email or in the case of a phone call, setup another date in which you can call them again.
8. Always follow up with whatever you promise within two days. Email them appropriate documents that may be helpful.

***Anytime you recruit, follow these guidelines:***

### **Recruit to events, not meetings.**

While it is a good thing to bring friends or interested people to your meetings, you should generally try to recruit people for specific activities and events—not meetings. When you are first starting your chapter, however, it's OK to recruit to meetings to get more people involved in planning out the chapter.

### **Recruit at every event you hold!**

Recruitment should be a build-in part of all of your activities!

**Get a commitment when you recruit.**

For example, get them to commit to coming to your event by signing a pledge card, or if you are doing a postcard or letter-writing campaign, get them to do it while you are with them.

**Follow-up when you do recruitment.**

If people have agreed to come to an event or do an activity, always contact them afterwards via phone and email to remind them!

**Repetition!!**

people need to hear about your event at least 7 times (no joke!!)

**Creativity Counts.**

Be creative in the materials you use to publicize – the sky (or your budget ☺) is the limit!

## **One-on-Ones**

A great way to do recruiting personally!

**What are one-on-ones?**

A one-on-one is a directed conversation between you and someone else who is interested in fighting for global health. Its purpose is to talk about what motivates their interest, introduce your coalition, and build a relationship with a potential new coalition member

**Who does one-on-ones?**

Every member of your coalition should feel comfortable doing one-on-ones! It's one of the most important ways to get more people involved in fighting for global health.

**When do people do one-on-ones?**

Everytime you meet someone who is interested in fighting supporting global health or in joining your coalition! New people who come to your meetings, people you meet in classes who express interest in your work, people who come to your events and seem especially interested, people who are very interested that you meet while doing tabling or canvassing, etc. are all great candidates for one-on-ones!

**Is it easy to get someone to actually sit down and talk?**

It sure is! If you simply approach a person and explain that you noticed their involvement/interest in global health other social justice issues and that you'd like to talk to them about the fight for health as a human right over coffee or ice cream, chances are they will comply! Just try to not make it sound like you're asking for a date ☺

**General Dos and Don'ts of the one-on-one:**

DO encourage the other person to talk about his/her self.

DON'T talk any more than 20% of the time (spend most time listening!).

DO be yourself, and be real.

DON'T fake interest in things they are talking about (it's always obvious!).

DO Keep it relatively short (30-60 min), even if the conversation is going well.

DON'T barrage the other person with questions or make them feel guilty for not having been involved with the fight for global health

DO be prepared! Bring materials and a decent explanation of your coalition and your activities.

DON'T try and "sell" your coalition to a person.

DO take note (mental or physical) of things you hear from the person: what they are looking to be involved with, etc., and follow up with things soon!

DON'T get upset if the person doesn't want to make a commitment to your coalition; instead, invite them to participate in actions when they are called for!

DO make sure to convey and receive inspiration about the fight for global health!

## Teach-Ins

Teach-ins are great (and easy!) ways to get your campus excited and informed about the global health crisis and involved in activism!

### **What are teach-ins?**

Teach-ins are educational events designed to inform people about a problem and tell them how they can help to solve that problem. Attendees of a teach-in should feel like they have learned valuable information about a given issue's complexities and their place in the effort to solve an issue's problems.

### **Who does teach-ins?**

Anyone who wants to educate part his/her community on a given topic.

### **When do people do teach-ins?**

When a particular advocacy topic's importance is growing increasingly urgent, people may host teach-ins to raise awareness and activism efforts surrounding the topic of concern. Otherwise, people may host teach-ins about the interconnectedness of global health issues and the need to combat the root causes of the global health crisis. It's also always great to do teach-ins around timely events, like World AIDS Day or Universal Children's Day.

### **How is a teach-in conducted?**

A teach-in is conducted by your coalition (or certain of its members) and is aimed at your campus and/or the surrounding community.

The following steps should help you organize a teach-in. Use them as guidelines, but adapt them so they fit your coalition!

### ***Plan!***

Pick a Topic and Consider Logistics

Just like any other event your coalition may host on your campus or in your community, a teach-in should be carefully planned out. After a focused topic is chosen based upon your chapter's current advocacy pursuits (i.e., "Global AIDS 101" or "Trade Justice and Access to Essential Medicines"), make a list of things to consider before the teach-in. It's a good idea to incorporate a simple action, like writing postcards to a legislator, so the attendees get a better feeling of the advocacy that your coalition does. Consider what materials are needed for such an action, and what type of facility would be best for the type of teach-in you'd like to do. If you're doing a PowerPoint presentation, you'll need the technology available. If you just want to make it a brown-bag dinner type teach-in, you may want to choose somewhere more comfortable and less formal. Whatever the considerations, make sure you try to think about details so that come time for the teach-in, logistics will be the last thing on your mind.

### ***Organize!***

Locate Resources and Delegate Tasks

With your chapter, examine the resources available to you to carry out your teach-in. Take advantage of connections you have that make good educational materials available! Professors are always great resources, and the folks in the UCGH resource group are, too. If you've been involved in partnership with an organization focusing on issues surrounding gender and health (for example), material that other organization has about the topic could serve as very helpful information! Once you decide on a format (i.e., video presentation, guest lecturer, PowerPoint presentation), figure out what resources you have and network to get your hands on some. Involve everyone in your chapter with this process at some level. The more people given a small task to complete, the more likely all tasks are to be finished!

### ***Publicize!***

Spread the Word

Get the word out about your teach-in via as many avenues as possible. Make flyers, paint signs, put ads in your school's newspaper, radio shows, and weekly bulletins, chalk sidewalks, have professors and coalition members make announcements in classes – especially relevant classes, send special invitations to other campus organizations to attend, or just spread the word by mouth. Whatever you do, remember that if nobody knows about your event or teach-in, nobody can possibly come!

***Facilitate!***

Carry Out Your Plan, Be Professional, and Have Fun

Regardless of the actual format of your teach-in, there will be some universal things to make sure happen during the course of the event. These things include the distribution of relevant materials for the attendees that they can read on their own time in relation to the teach-in subject, a sign-in sheet of all attendees so you can keep in contact with them after the event, time for questions and answers, some sort of action-based activity for the end of the event, and an explicit 5-10 minute explanation of your coalition. In addition to these things, make sure you put forth as friendly and professional a demeanor as possible. It is possible that you'll be asked questions challenging your views about global health, and that's ok! That's the beauty of free speech – and that's why we can do advocacy. Also make sure that all coalition members present at the teach-in make a point to talk to as many people as possible before and after the event to make personal connections and get attendees involved with the coalition if interested. If you are having a regular coalition meeting directly after the teach-in, attendees can get a great taste of what activism involves!

Throughout all of these things, make sure that attendees are comfortable and not threatened by the stance taken by the coalition on the presented topic. Activism is important and empowering – that does not mean it's not fun and exciting!

***Follow Up!***

Have a Meeting, Keep in Touch, and Evaluate

If you do have a regular coalition meeting after your teach-in, make sure to keep it relatively short for the sanity of the attendees. Carry out the meeting like any other meeting, and make sure a concrete activity is being planned so that the new attendees can get excited about the action part of being in the global health coalition. You could plan a lobby-day, a letter-writing campaign, review policy issues surrounding the advocacy campaign your chapter is currently involved in (which would probably be covered in the teach-in), or anything else that suits your campus' needs. Whether or not you do hold this meeting, make sure to get back in contact with everyone who signed in on the sign-in sheet. Add people who indicated on the sheet that they want to learn more about fighting for global health to your chapter's email list! After the event, make sure to re-connect with your chapter members to evaluate the successes and shortcomings of the event and discuss ways to make a more effective event happen in the future. Don't ever forget to congratulate yourselves and thank each other for cooperating to put together a teach-in event.

## **General Tips for Running Meetings**

**Be Organized:**

Start the meeting on time, end on time, and avoid meetings that last for more than one hour. Make sure you always meet at the same time and at the same place. Have a regular cycle (i.e. every Tuesday night at 9:00 PM) so that members will build that time into their schedules but never meet for the sake of meeting. Always have a clear and specific agenda.

All meetings should aim to follow a consistent structure. For example, start the meeting with an update of recent child health related news and end with an inspirational quotation. It is important to be flexible with the content of the meeting but a defined structure will make the meeting more effective and allow members to know what to expect. Prepare a signup sheet for everyone to sign in on and have someone keep the minutes during the meeting if important decisions or assignments are made.

**Involve Everyone:**

Never let you or anyone else dominate the meeting. The group is about every member and participation will be key for people to develop ownership of the group. Encourage group discussion and make sure important issues and plans are adopted and agreed upon by the entire group. People will only work at what they feel they have personally planned and committed to.

When making choices are necessary for the group, voting can be a quick and effective way of deciding. Allowing unlimited discussion can be extremely unproductive and a waste of time for those that may not care about the particular issue. Spend proportionally more time for more important decisions but always move on enough time has been spent. Have a quick vote so that people will see others' views and only dwell on the issue more if the group is clearly divided.

**Remember to Have Fun:**

Your coalition is not just a social group but the meetings should be generally lighthearted. People should always look forward to attending the meeting not because they are committed to it but because they can look forward to fun and excitement. Don't forget your sense of humor and always aim to have some food, drinks, or candy.

## **Advocacy Terms to Know**

**Campaign**

A series of actions that are linked together in the attempt of accomplishing a specific advocacy goal in a particular time frame.

**Goal**

What you want that you or your organization has some influence over and can design an advocacy campaign around. It is often helpful to think of it as far as long term, medium term, and short term goals. The medium term goal might be a national campaign that UCGH is working on (for instance, getting a certain amount of money appropriated to improve access to clean water). The long term goal is what part of our platform that will help us accomplish (for instance, guaranteeing access to clean water worldwide). The short term goal is what specifically your coalition and you can do about it (for instance, get Representative Alba to fight for that funding by writing to the chair of the Foreign Operations subcommittee of the Appropriations Committee and introducing a dear colleague letter about it).

**Target**

The person (not organization) who can give you what you want (your goal) and over whom you have influence. Most likely, this person is a representative from your district or senator from your state. You have influence over them because you have the power to help them or to hurt them.

**Tactic**

A demonstration of your power. Often also called an action. Tactics (more fully outlined below) include things like letter writing, writing letters to the editor, and doing demonstration.

**Ask**

What you want, specifically, from your target. Asks might include: signing a particular bill

## **Advocacy Tactics**

There are several key categories of tactics that are used to make a successful advocacy campaign. You'll combine them, rearrange them, manipulate them, and repeat them depending on who your legislator is, what his or her stance is, how s/he is reacting to your pressure, etc. There is plenty of room for creativity in these tactics, especially when it comes to direct action. Most advocacy tactics fall into these categories:

- **Spokesperson communication** (one person calls and talks to the foreign relations staff person, one person faxes follow-up information, etc.)
- **Mass communication** (your campus sends 300 letters, you have a call-in day and generate 50 phone calls, etc.)
- **Face-to-face communication** (a group from your chapter meets with your senator or representative when s/he is in the home district, you meet with the staff for your senator or representative in DC, you talk to your senator/representative at a campaign event, etc)
- **Media** (you get a letter to the editor published in a local paper that calls on your representative to fight for clean water funding in this year's appropriations process, you write an op-ed for your campus newspaper, you get the city newspaper to write an editorial calling on your Senator to take action on malaria, you get media coverage for a demonstration you do, etc)
- **Direct Action** (you hold a rally in front of your senator's office, you hold a city-wide health march that calls on your representative to take action, you do a die-in at your representative's re-election campaign event, etc.)

## **Advocacy Campaign**

The best way to make yourself noticed and to make a difference is not to do a series of isolated things but to link your actions together into a sustained campaign. The UCGH resource group can help you figure out which of your senators or representatives would be the best to target. Then get together with your coalition and plan out the actions that you will take to get your target senator or representative on board with your demand.

You will want to call your target's DC office and ask to speak to his/her staff person who works on global health. Explain to him/her who you are and why your ask is what it is and if s/he thinks that the senator/representative would support that ask. (If s/he says yes, which most likely will not be the case right off the bat, ask how the senator/representative will take a lead on the issue and make sure that his/her colleagues know about the importance of your ask. Suggest ways we would like him/her to take action.) This call will serve as an introduction of your ask for the target and it will help you figure out what tone your letters/calls/letters to the editor should take. After that, get started! Keeping in mind the different possible tactics outlined in "Advocacy Tactics," develop a plan of action for your coalition. Your plan should use escalating tactics (you build up to bigger actions) and you should stay in regular contact with the staff of your target. You will modify your plan as you go depending on what response you get from your target. Use the tactics outlined in "Advocacy Tactics" to follow-through on the plan that your chapter developed.

You'll want to develop a basic calendar of actions that is specific to your campus/community and your coalition and you'll want to spend some time planning how each component of the campaign will work (how will you get all the letters you want? What will your media event be? etc.). Make sure that whoever called your target the first time stays in touch with him/her throughout the course of the campaign. As you're planning your calendar of actions think of what will build up to what. For instance, your letter writing campaign, letters to the editor, and call-in day could build up to your media event (both by building support on your campus and in your community and also by making your target take notice of the widely felt support for the cause). Then your letter writing, call-in day, letters to the editor, and media event should all build up to you being able to get a meeting with your target when s/he is in the district for recess and to you being successful (or at least more successful) in that meeting with him/her. The letters to the editor and local media coverage of events you have should build up to you being able to pitch an editorial to the editorial boards of local newspapers. The tone of the editorial should reflect how the meeting with the target went to either reward him/her for his/her leadership (and stick him/her to the promises made in the meeting) or put increased pressure on him or her to take action.

## **The Strategy Chart**

We highly recommend using the Strategy Chart developed by the Midwest Academy School of Organizing to plan an advocacy campaign. In fact, we recommend buying the Midwest Academy's organizing manual, which is an awesome resource for everything from recruiting new members to planning a rocking media event to meeting with your target. It also covers a lot of the theory of organizing and activism. You can find it on Amazon.com. When I last looked, it was available for \$17. Your coalition will love it and find that it's well worth the investment.

The strategy chart is a work-in-progress until your campaign is done. You will want to continue to modify it, add to it, and reference it throughout your advocacy campaign. We recommend developing a basic strategy chart in your first chapter meeting after you've decided on an advocacy campaign. From there, you'll make modifications and additions to your chart based on new things you learn, the success of previous options, and new developments. You want to make the strategy chart on sheets of butcher paper or poster board. Don't use something that might be erased, like a dry erase board.

Once your chapter has learned how to use the strategy chart, you may want to break into 2 or 3 groups to plan a strategy chart when you take on a new campaign. By doing 2 or 3 strategy charts and then bringing them together to form one chart, you will get more ideas from folks and won't get stuck on one way of thinking about the campaign.

See below for a blank strategy chart as well as a sample strategy chart and an explanation of each of the columns.

**BLANK STRATEGY CHART and COLUMN EXPLANATION**

<b>Goals</b>	<b>Organizational Considerations</b>	<b>Constituents/Allies and Opponents</b>	<b>Targets</b>	<b>Tactics</b>
Long Term Goal:	Resources to put in:	Constituents and Allies:	Primary Target:	(the advocacy things you will do and link together to make this campaign a success)
Medium Term Goal:	What we want to get out of it:			
Short Term Goal:	Problems to solve:	Opponents:	Secondary Targets:	

**GOALS:**

**Long Term Goal:** The things that ultimately you hope to accomplish through a combination of many campaigns.

**Medium Term Goal:** This may well be set by a nationwide UCGH campaign or by another health campaign that your coalition decides to be a part of. It will often be passing a certain piece of legislation that will lead toward accomplishing the long term goal.

**Short Term Goal:** This is what your coalition and community has the particular power to make happen. It usually involves getting your senator or representative to co-sponsor a bill, offer an amendment, introduce a Dear Colleague letter, or vote for a bill.

**ORGANIZATIONAL CONSIDERATIONS:**

This section examines what resources (human and financial) you have to put into this campaign and what organizational gains you want from the experience, as well as any internal problems that have to be solved.

**Resources to put in:** How many chapter members will work full-time on this campaign (specifically name them)?

Do you have access to any resources (computers, printers, copiers, fax machines, etc.) that will help you? What budget do you already have and what can you raise? Etc.

**What we want to get out of it:** What are your goals for this campaign for your chapter or affiliate? Do you want to develop new leaders? Get more members? Increase name recognition? Partner with other groups? Etc.

**Problems to solve:** What are some internal problems that your organization has? Are there conflicting campaigns? Problems with coalitions? Etc.

**CONSTITUENTS/ALLIES and OPPONENTS:**

**Constituents and Allies:** Include in this section everyone that you might be able to bring into your campaign—other groups on campus, community groups, churches, etc. Constituents are people that might become a part of your organization (members of other student groups, for instance), while allies are people you’ll work with but won’t become a part of your group (a local church might fit into this category).

**Opponents:** This is less likely to be relevant in our campaigns than it is in community organizations, but if you can think of anyone on your campus or in your community who stands to lose if you accomplish your goal, then they would go in this section.

**TARGETS**

**Primary Target:** The primary target is always a person not an institution (such as Congress) and it has to be the person who has the power to give you what you want. Almost always the primary target is also the person over whom you have power (a senator from your state or the representative from your district, for instance).

**Secondary Targets:** A secondary target is someone who has power over the decision maker and over whom you have more than power than you do over the decision maker. An example might be the president of your college is the primary target went to your college.

**TACTICS**

Tactics are the things you do to demonstrate the power that you have over the target. Media work, lobbying, letter-writing, demonstrations, and call-in days are all examples of tactics. You will want to provide specific examples of tactics in your strategy chart (ex: don’t just say you’ll do a demonstration; say what kind of demonstration you’ll do), but you’ll also want to develop specific implementation plans for each of your tactics after you’ve done your strategy chart.

**Sample Strategy Chart for Campaign to Get Representative Alba to Support and Get Colleagues to Support \$5 Billion More in the International Affairs Account of the Budget**

Goals	Organizational Considerations	Constituents/Allies and Opponents	Targets	Tactics
<p><b>Long Term Goal:</b> Get the U.S. to fully fund global health initiatives</p> <p><b>Medium Term Goal:</b> Get an additional \$5 billion appropriated (spent) for global health this year</p> <p><b>Short Term Goal:</b> Make Representative Alba an advocate for \$5 billion more by getting her to vote for and encourage colleagues to vote for an additional \$5 billion</p>	<p><b>Resources to put in:</b></p> <ul style="list-style-type: none"> <li>Jaska will be the point person and can dedicate 10 hours a week</li> <li>Mickey will head up media: 8 hours a week</li> <li>Sam, Gianna, and Erica will each be on the coordinating team with at least 5 hours a week</li> <li>15 members who will help with letter-writing, call-in days, door-to-door etc.</li> <li>Email listserve of 100</li> <li>Budget of \$200</li> <li>Need to raise \$1000 more</li> <li>Free use of fax machine in Chaplain's office</li> <li>Becky has 300 copies for free</li> </ul> <p><b>What we want to get out of it:</b></p> <ul style="list-style-type: none"> <li>Campus name recognition through posters and newspaper stories</li> <li>Develop leadership of 3 sophomores and first years</li> <li>Get 5 new regular members from email list</li> <li>Develop relationship with Belleville AIDS Project</li> </ul> <p><b>Problems to solve:</b> Many members of the chapter are already committed to working on the benefit concert with other schools</p>	<p><b>Constituents and Allies:</b></p> <ul style="list-style-type: none"> <li>African Student Organization</li> <li>Students for Social Justice</li> <li>Green Club</li> <li>Pre-med society</li> <li>Peer Health</li> <li>Belleville Red Cross</li> <li>Belleville Lutheran Church</li> <li>Belleville First United Methodist Church</li> <li>Rev. Beth Chrisi</li> <li>Student Activities Office</li> <li>Belleville Democrats</li> <li>Belleville Republicans</li> <li>Belleville AIDS Project</li> <li>Medical Students for Global Health</li> <li>Professor Simpson</li> </ul> <p><b>Opponents:</b> ???</p>	<p><b>Primary Target:</b> Representative Alba</p> <ul style="list-style-type: none"> <li>Graduated from Belleville High School</li> <li>Goes to Belleville Baptist Church</li> <li>Won last election with 59% of the votes</li> <li>Moderate Republican</li> </ul> <p><b>Secondary Targets:</b></p> <p>Potentially: Pastor Brown of Belleville Baptist and Principal Skinner of Belleville High School</p>	<ul style="list-style-type: none"> <li>Letters to the editor</li> <li>Letter writing drive and fax blast (fax all the letters at once)</li> <li>Call-in day</li> <li>Petition from students at Belleville H.S. to Principal "asking" him or her to revoke Alba's diploma</li> <li>Petition from local churches</li> <li>Get someone at Belleville Baptist to ask for prayers for guidance for Alba and others on health legislation</li> <li>District lobby visit with community members</li> <li>Die-in demonstration in front of Alba's district office w/ empty pill bottles</li> <li>Meet with editorial board of local papers to pitch editorial</li> </ul>