



# Midwest Academy - GROW Strategy Chart

After choosing an issue, fill in this chart as a guide to developing a strategy. Be specific. List all the possibilities.

Goals	Organizational Considerations	Constituents, Allies and Opponents	Targets	Tactics
<p>What are the long term goals of your campaign?</p>	<p>Have: In specific numbers, list the resources your organization brings to the campaign.</p>	<p>Constituents: Who cares about this issue enough to join in the campaign? Into what already existing groups are they organized?</p>	<p>Who has the power to give you what you want?</p>	<p>Must be directed at a specific target and demonstrate a specific form of power.</p>
<p>What is the intermediate goal for the campaign? What specifically will constitute a victory?</p>	<p>Want: In the same terms, list the ways in which you want this campaign to strengthen your organization.</p>	<p>Allies: Which individuals will be willing and able to help your campaign but are not directly affected by the issue or cannot join your organization?</p>	<p>** Remember, a target is always a person or persons**</p>	<ul style="list-style-type: none"> <li>- Direct actions with target</li> <li>- Public hearings</li> <li>- Voter registration, education and turnout</li> <li>- Strikes</li> <li>- Letter writing</li> </ul>
<p>What short term or partial victories can you win as steps toward your intermediate goal?</p>	<p>Internal Problems: List any internal organizational problems.</p>	<p>Opponents: Who will actively organize against you?</p>	<p>Is there a secondary target, or someone who has the power over your primary target? What power do you have over them?</p>	<p>Must build your organization and membership while raising awareness.</p> <ul style="list-style-type: none"> <li>-Flyers/ chalking</li> <li>-Film screenings</li> <li>-Sign up sheets</li> <li>-Class announcements</li> <li>-Editorials</li> </ul>

Strategy. USSA/ Midwest Academy  
Revised 9/5/06 c Midwest Academy 2006



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Long Term:	Have:	Constituents:	Primary target(s):	
Intermediate:	Want:	Allies:	Secondary target(s):	
Short Term:	Internal Problems:	Opponents:		

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