

Strategizing

Jen, BC Health Coalition



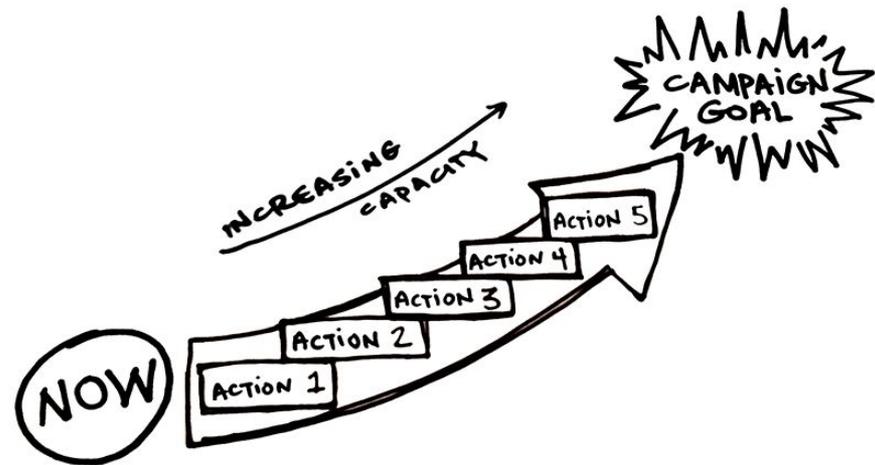
Overview

Strategy Example
People, Problem, Goal
Group Activity
- Pages 51-62

Strategy vs. tactics
Sweet Tactics
Campaign Timelines
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Campaigns

Work focussed towards achieving a particular change in the world.



Strategizing is...

Turning what you have (resources)

into what you need (power)

to get what you want (change)

Successful Strategy



5 Big Questions

1. Who are our PEOPLE?
2. What is the PROBLEM?
3. What is our GOAL?
4. What are the TACTICS?
5. What is the TIMELINE?

Lunchtime Freedom Campaign



5 Big Questions

1. **Who are our PEOPLE?**
2. What is the PROBLEM?
3. What is our GOAL?
4. What are the TACTICS?
5. What is the TIMELINE?

Lunchtime Freedom Campaign

People?

Lunchtime Freedom Campaign

People: 5th Grade Class

5 Big Questions

1. Who are our PEOPLE?
2. **What is the PROBLEM?**
3. What is our GOAL?
4. What are the TACTICS?
5. What is the TIMELINE?

The Problem

Who are our people and what is *their* problem?

Why hasn't problem been solved?

What type of power?



Power with

VS



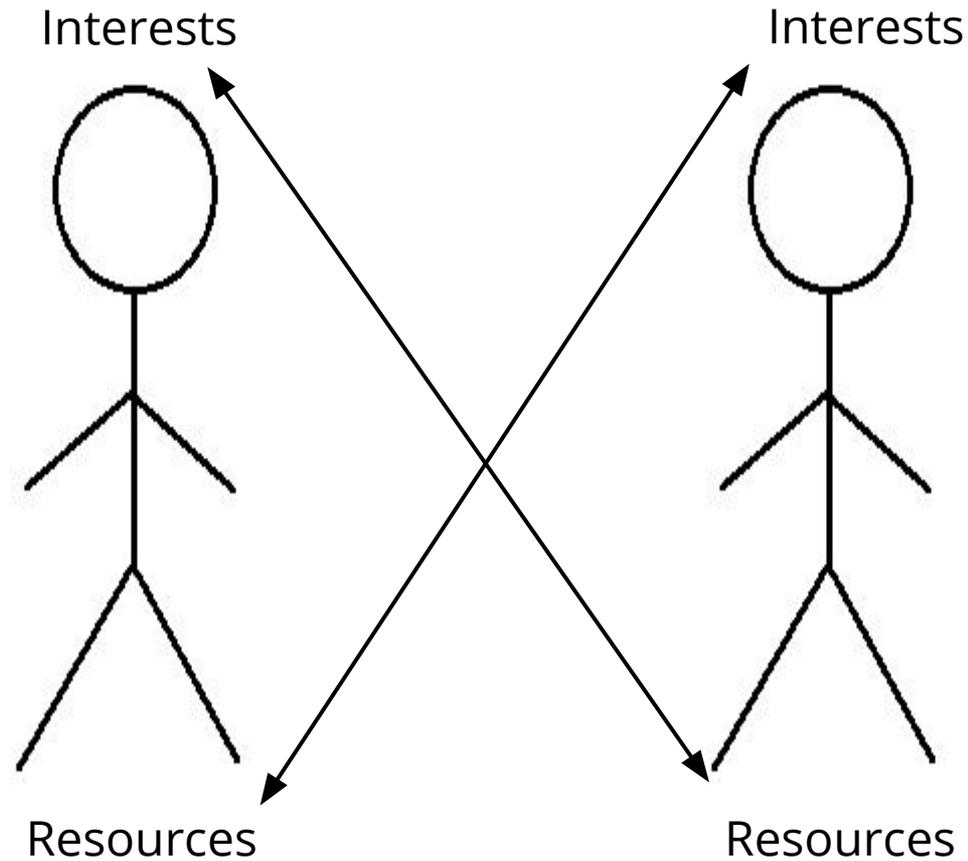
Power over



Power With vs Power Over



Power as a Relationship



Lunchtime Freedom Campaign



Power with

or



?

Power over



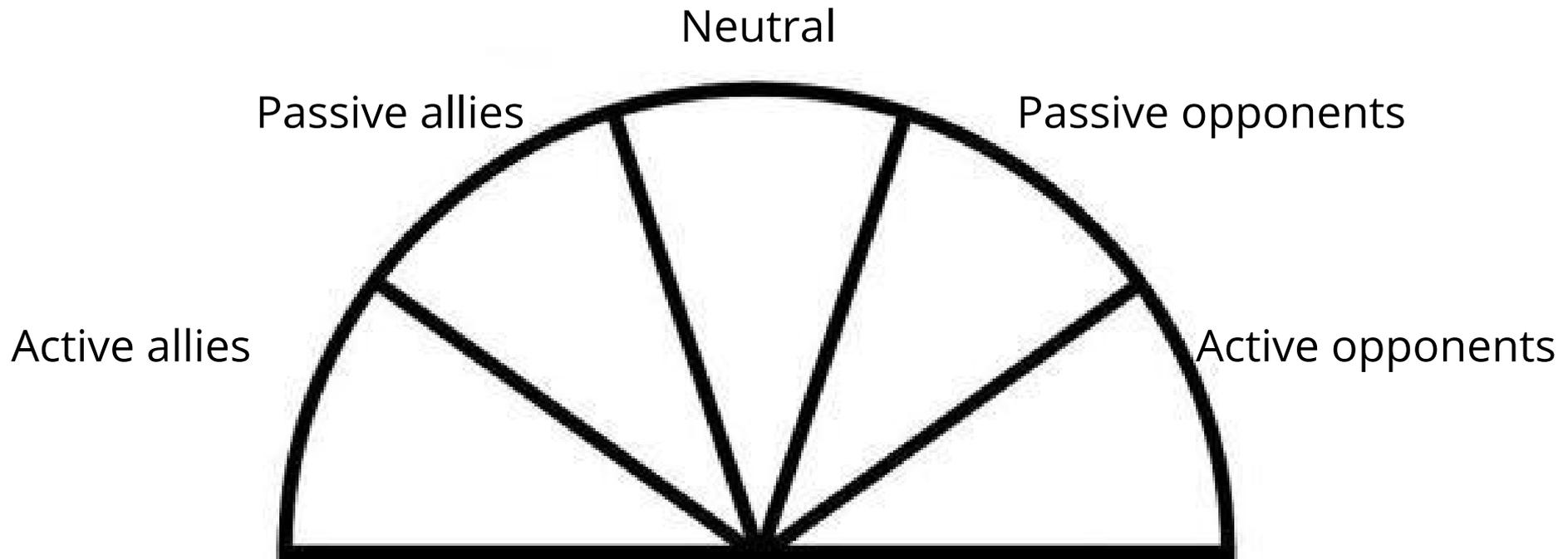
Lunchtime Freedom Campaign

What resources do we have?

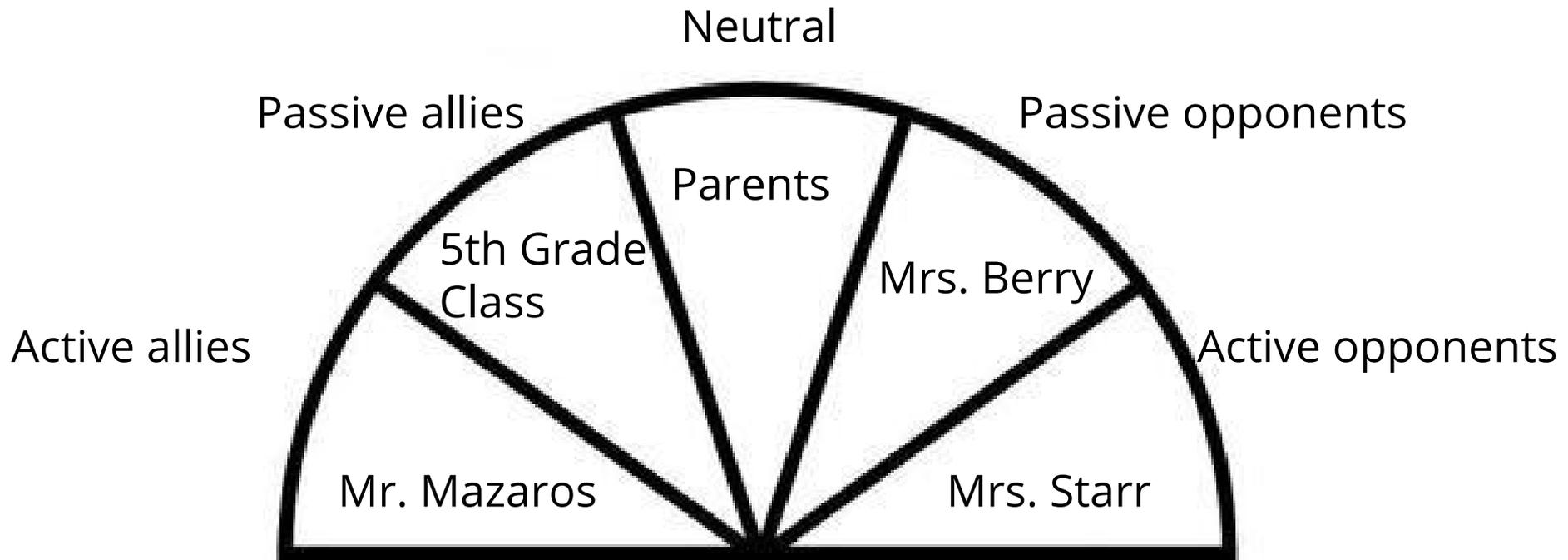
Changing Power Over

1. What do we want?
2. Who has the power?
3. What do they want?
4. What resources do we have that they need?
5. How do we leverage those resources?

Spectrum of Allies



Lunchtime Freedom Campaign

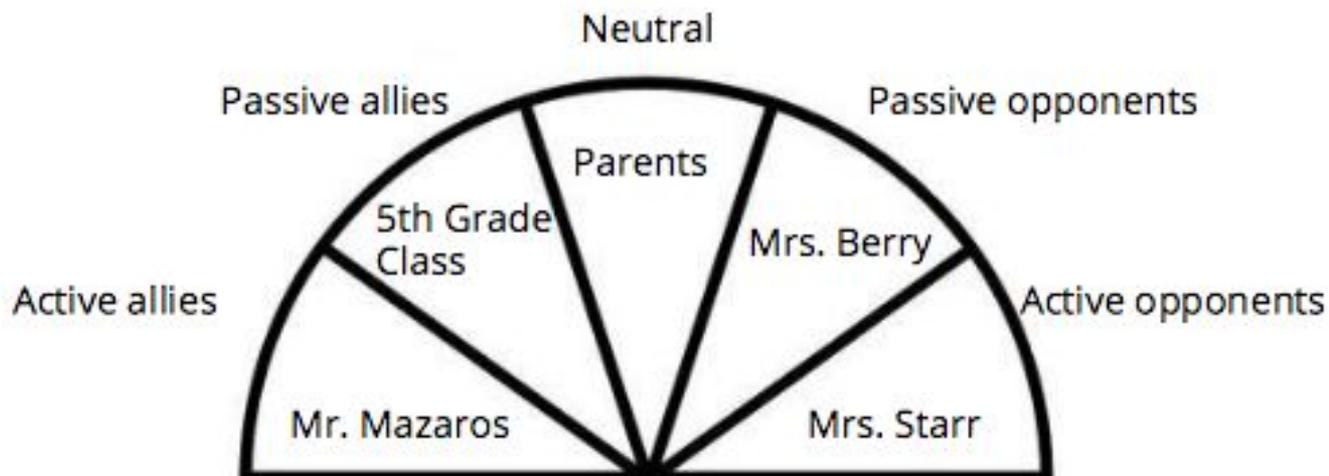


Activity: Lunchtime Freedom Campaign

1. Groups of 3-4
2. Use Power Over Questions to strategize on Lunchtime Freedom Campaign

Activity: Lunchtime Freedom Campaign

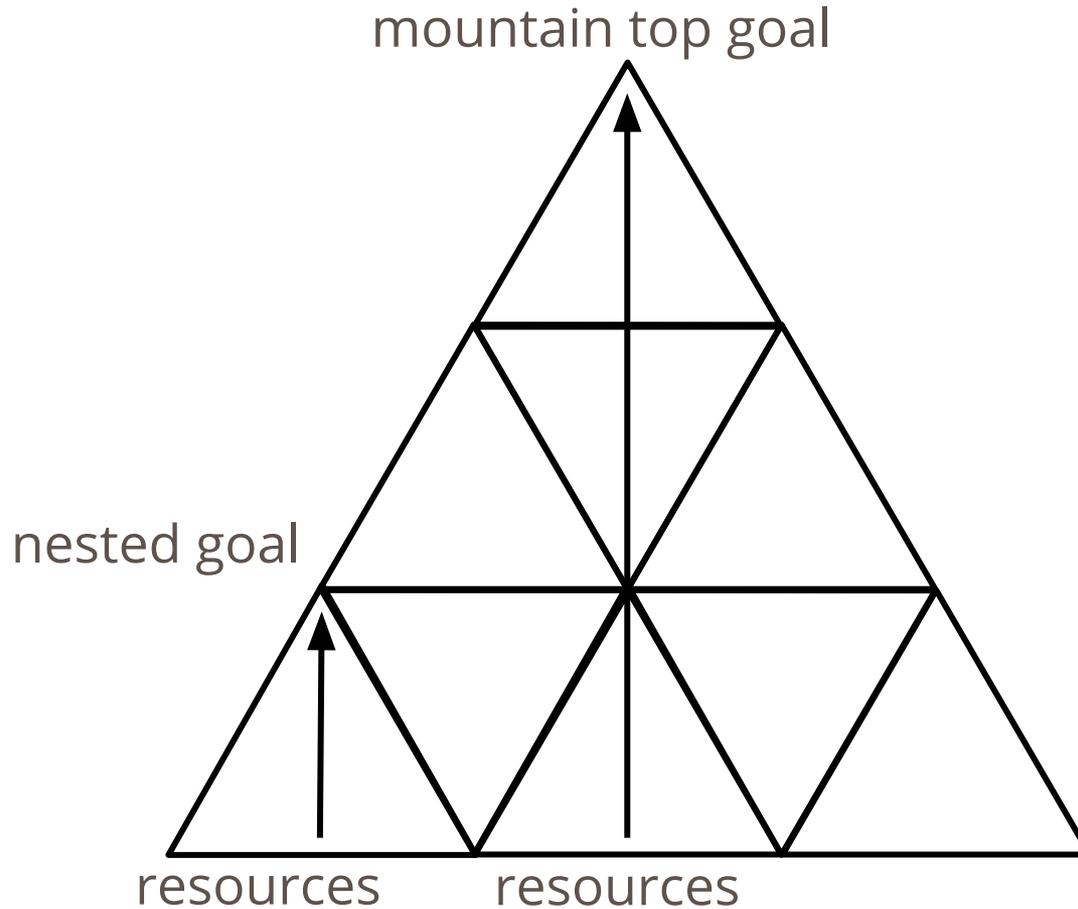
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5 Big Questions

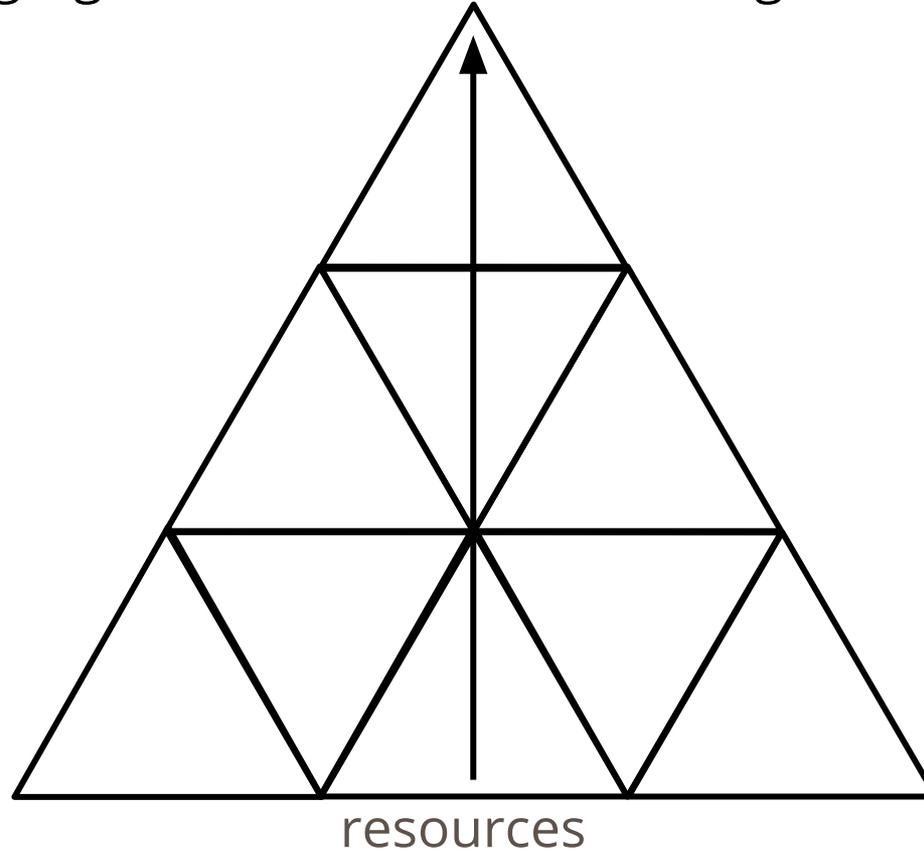
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Nested Goals

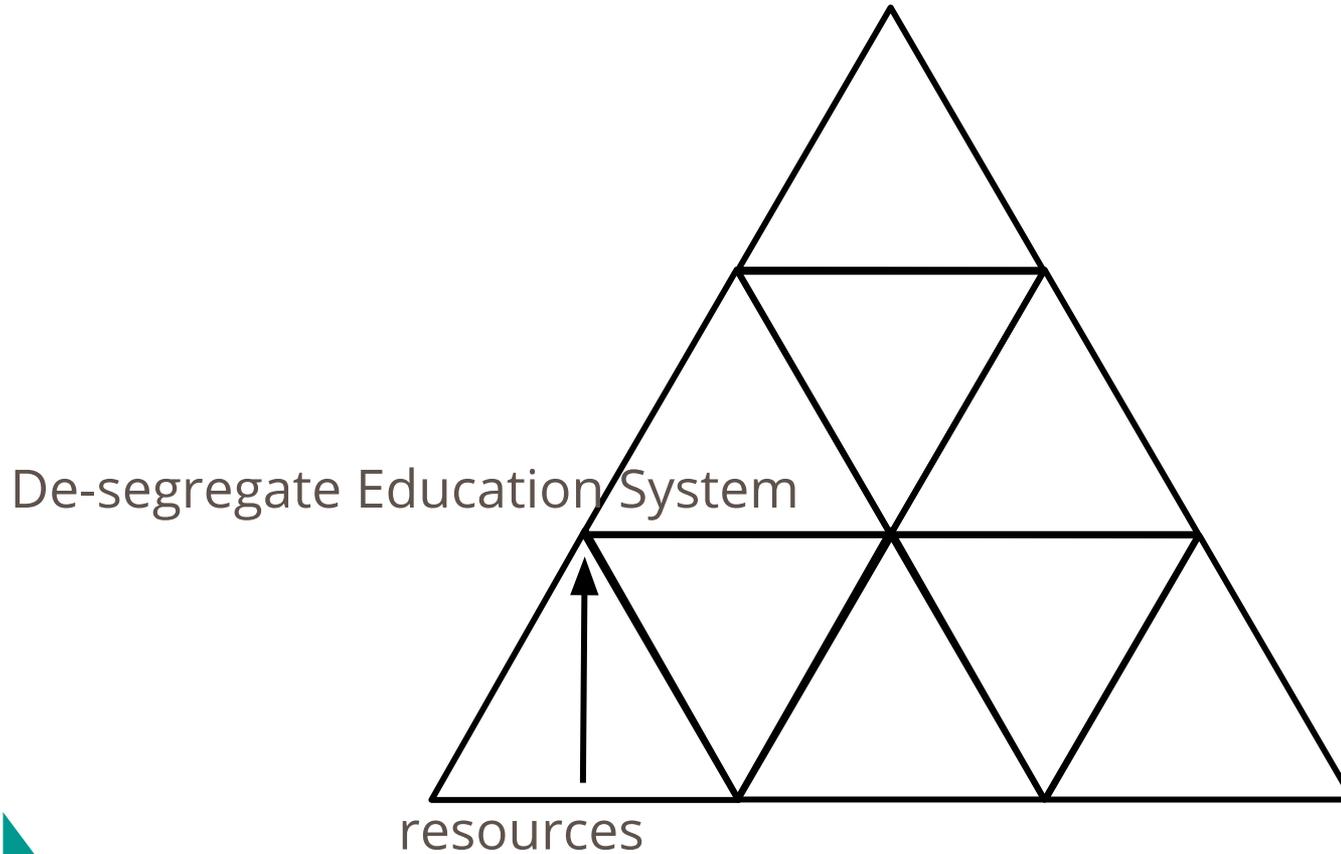


Nested Goals

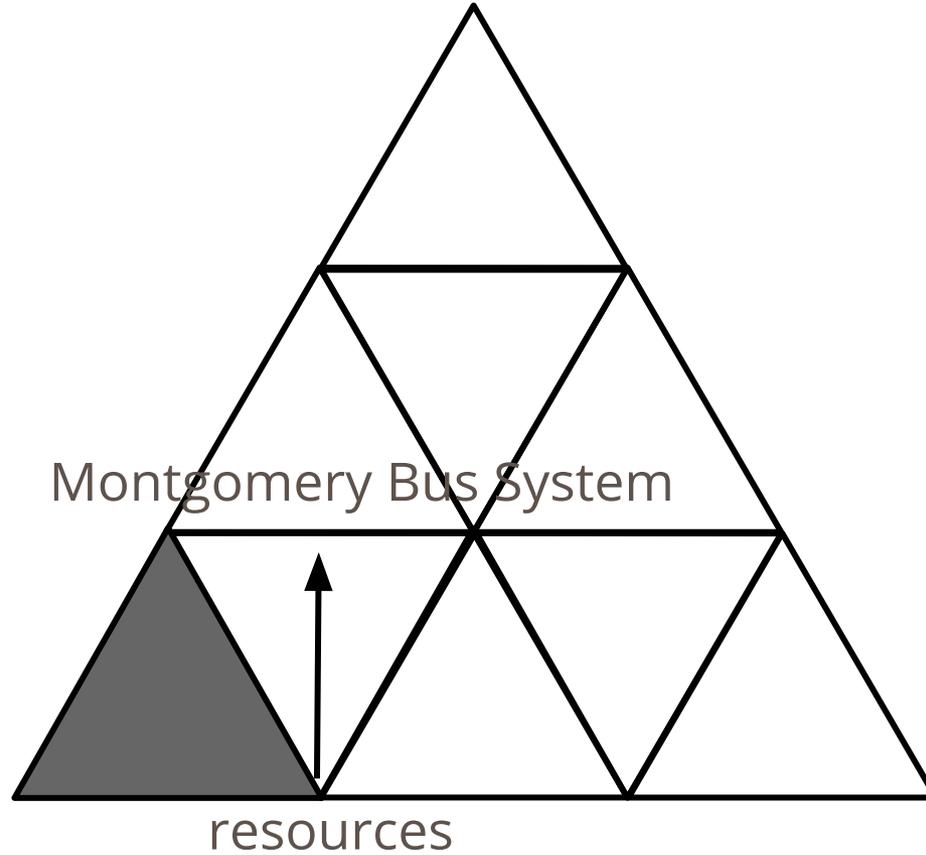
End racial segregation and discrimination against African Americans



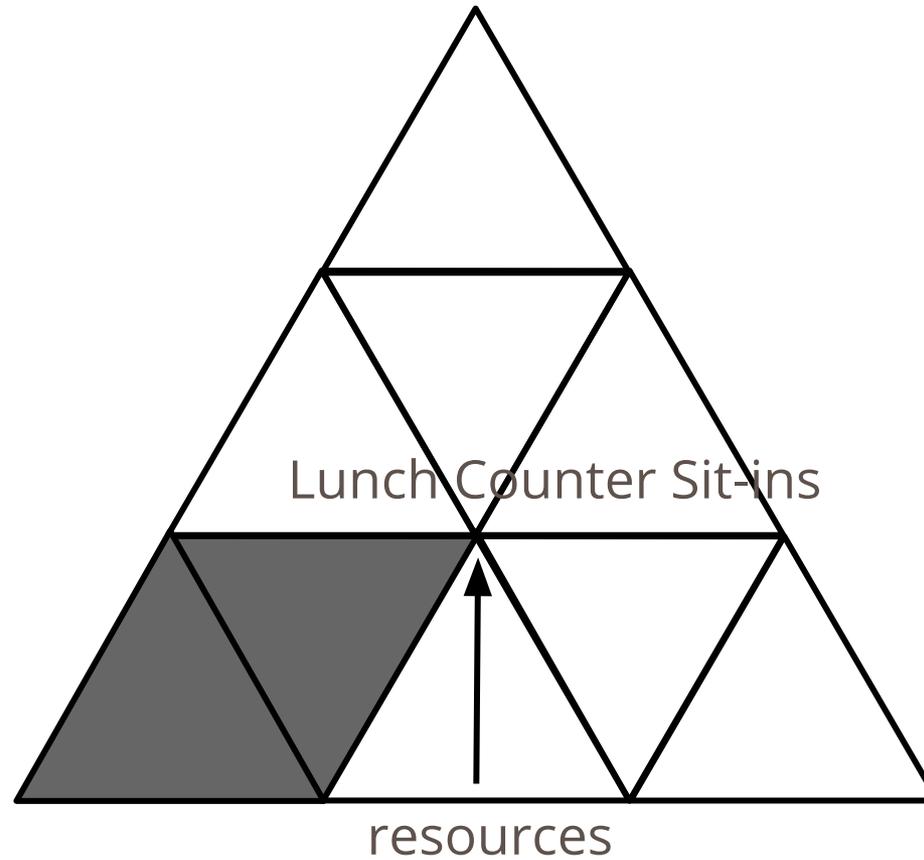
Nested Goals



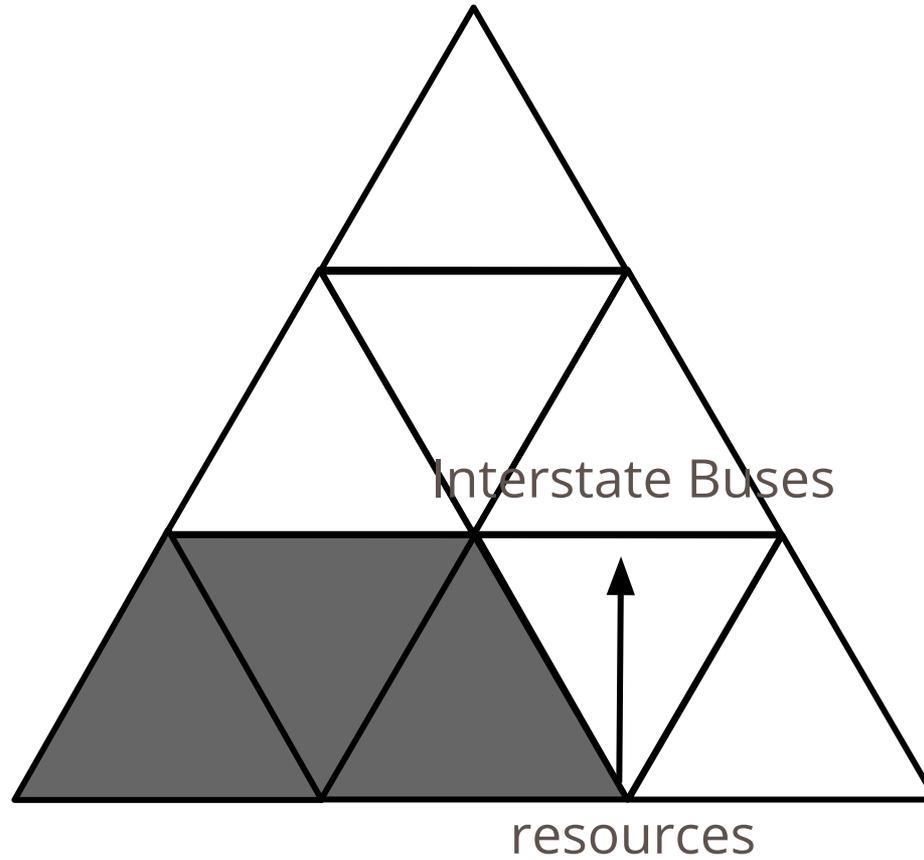
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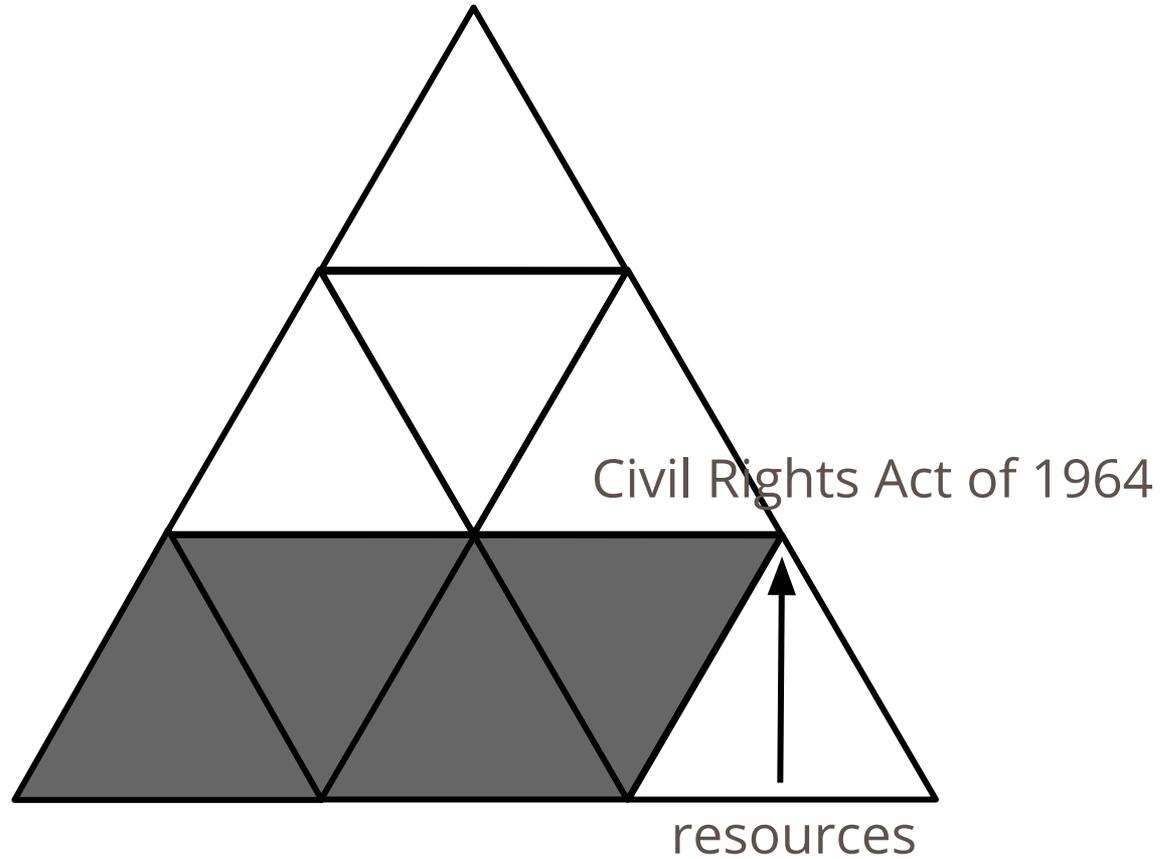
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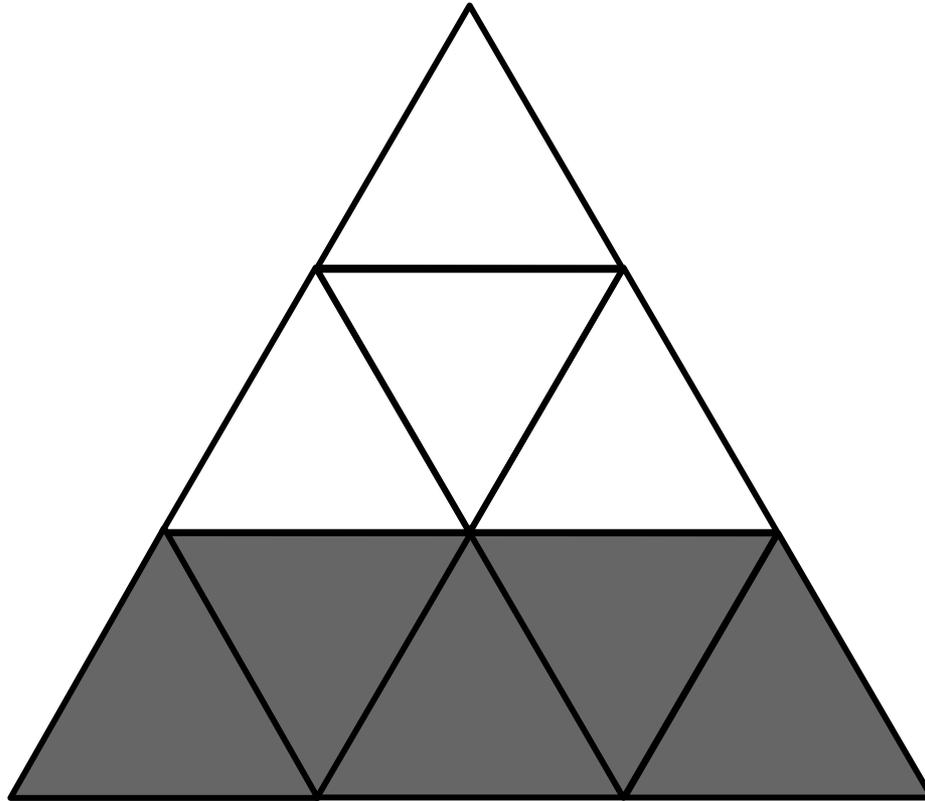
Nested Goals



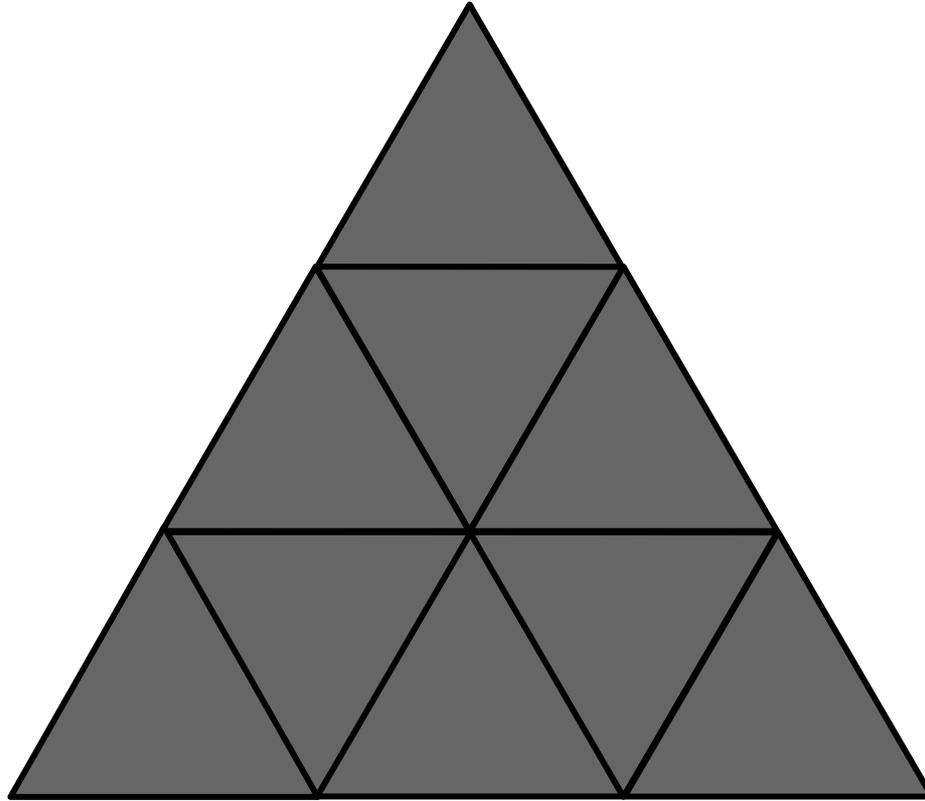
Nested Goals



Nested Goals



Nested Goals



Theory of Change

"If _____, then _____, because _____."

"If (strategy) , then (goal) , because (reason) ."

Theory of Change



If African Americans in Montgomery boycott the bus system,
withholding their fares
then the bus company will desegregate the buses
because the bus company values profit more than their racist values.

Theory of Change



If we offer the Trojans a horse filled with soldiers
then we can sack the city at night
because the Trojans won't think to look inside the horse

Theory of Change



If I blast music outside of her window
then she will fall in love with me
because that is romantic and charming and not creepy

Theory of Change

A good
'Theory of
Change' helps
people
understand
your campaign
AND
motivates and
inspires them to
take action

All BC babies deserve
health coverage!



Activity

1. Groups of 3-4
2. Develop a Theory of Change statement for Lunchtime Freedom Campaign (based on Power Over activity).

"If _____, then _____, because _____."

"If (strategy) , then (goal) , because (reason) ."

Report Back

Strategy vs Tactics



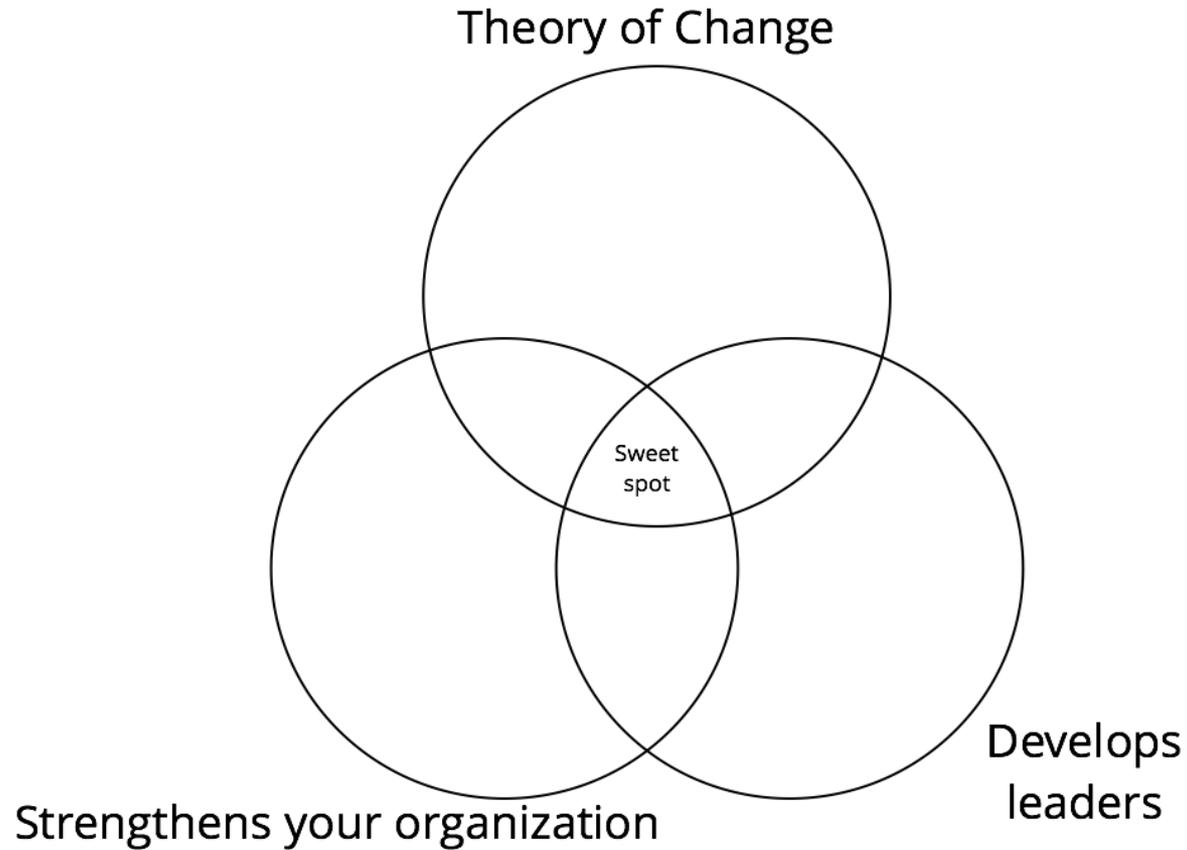
Strategy vs Tactics



Strategy vs Tactics



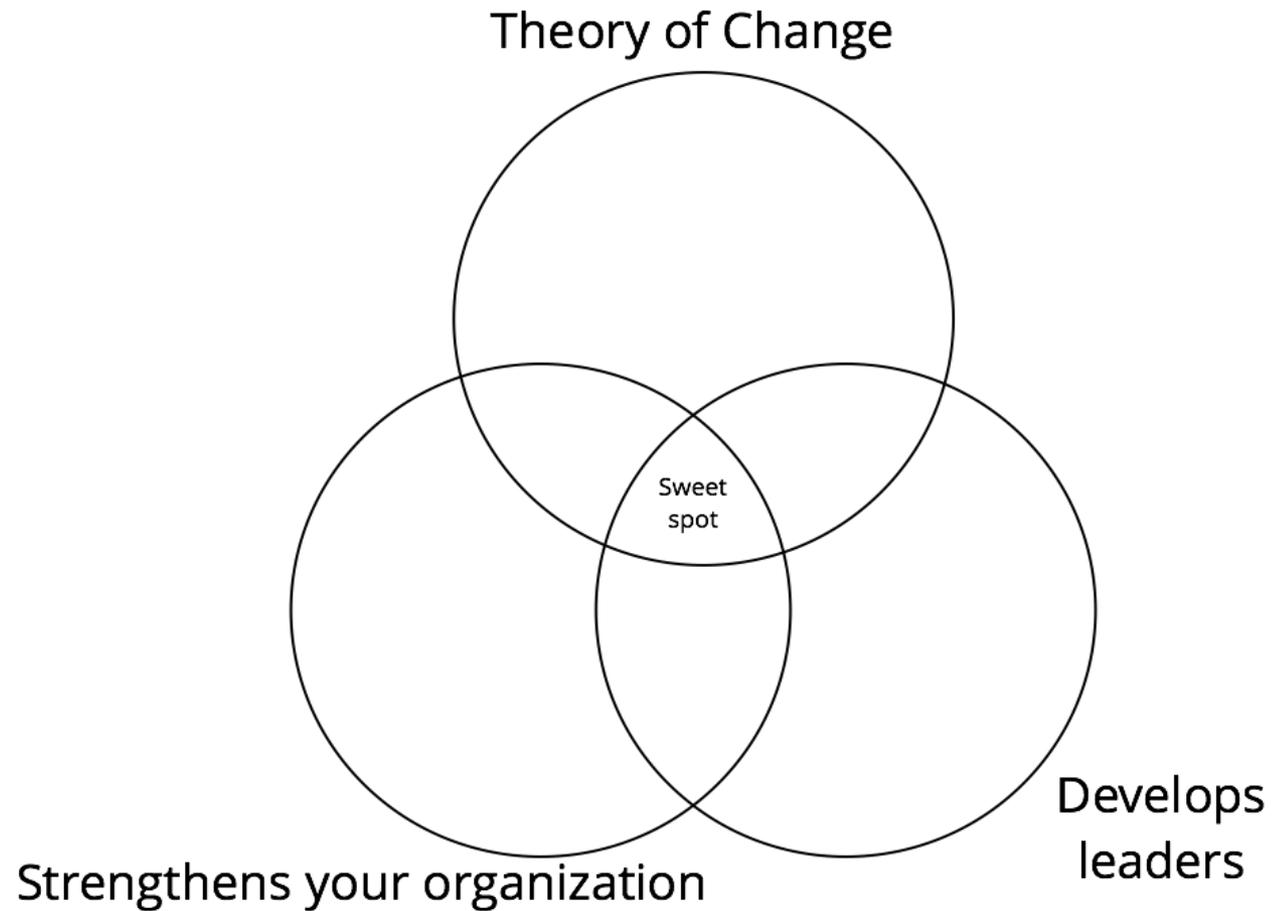
Sweet Tactics



Brainstorm Tactics



Analyze Tactics



Analyze Tactics - TOC

“If you’ve already thought up some awesome, off-the-wall action and are now trying to figure out who you want to reach with it, you’re doing it backwards. The point of creative political action isn’t simply to be creative, but to have a desired impact on a particular audience. First identify your target audience and then brainstorm actions to effectively convey your message. A guerrilla musical performance of the latest Justin Bieber hit would be awesome — unless you’re trying to influence the members of the American Association of Retired Persons.”
– Sally Kohn, Beautiful Trouble



Analyze Tactics - TOC

If we perform a guerrilla musical performance of the latest Justin Bieber hit
the latest Justin Bieber hit
then we will convince the Canadian Association of Retired Persons to support a living wage
Retired Persons to support a living wage
because



Analyze Tactics - TOC

Each tactic can have a theory of change that nests in the Strategic Theory of Change

If we elect pro-PHC candidates in key ridings,
then we can elect a pro-PHC BC government in 2017,
Because key ridings help determine the election outcome.



Analyze Tactics - TOC

Each tactic can have a theory of change that nests in the Strategic Theory of Change

If we elect pro-PHC candidates in key ridings,
then we can elect a pro-PHC government
Because key ridings help determine the election outcome.

If we sign up *enough* PHC Voters in key ridings
then we will help elect pro-PHC candidates in key ridings,
Because we will mobilize these voters to get to the polls and their votes will make a difference to the riding level election outcomes



Analyze Tactics - TOC

Each tactic can have a theory of change that nests in the Strategic Theory of Change

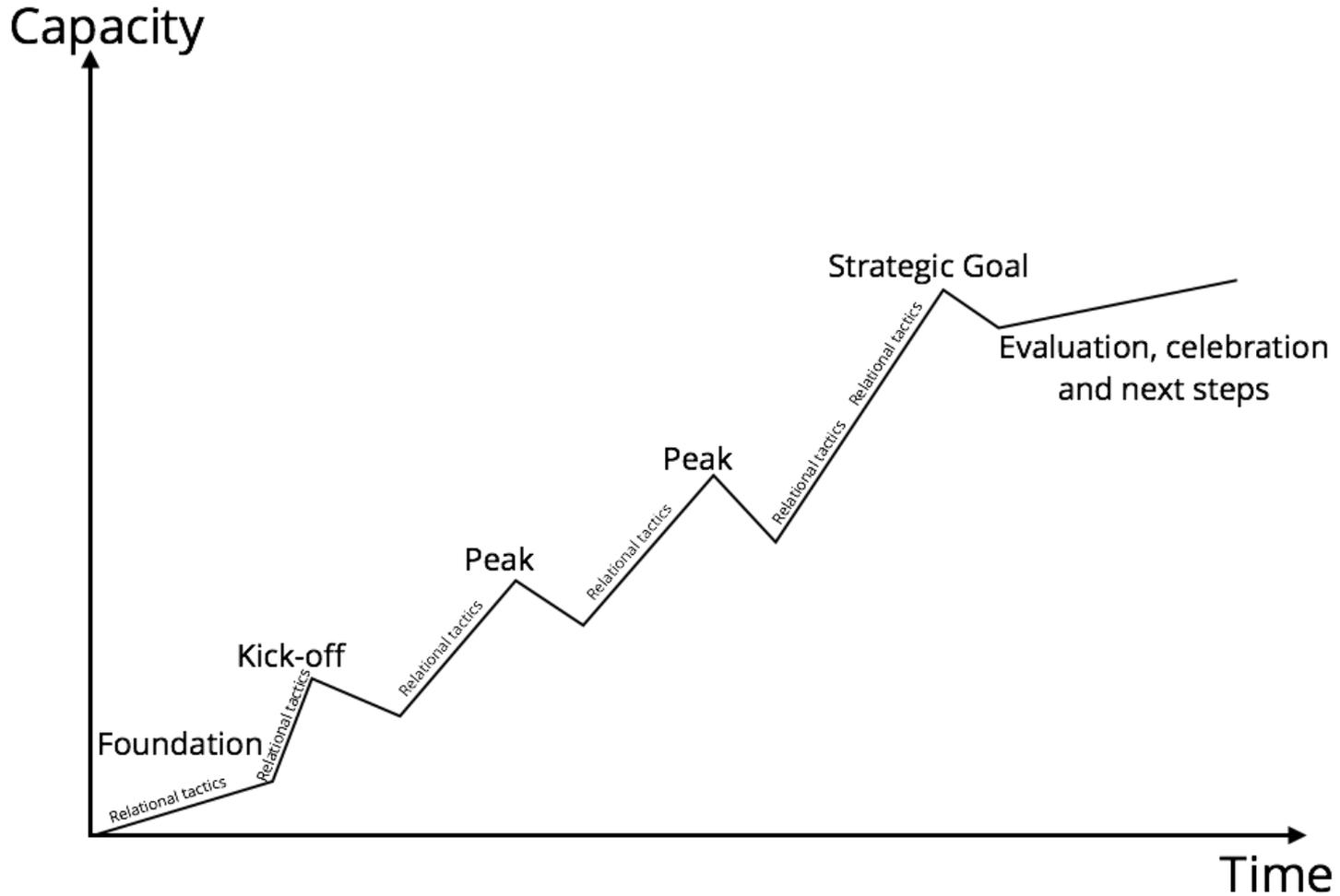
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If we sign up *enough* PHC Voters in key ridings
then we will help elect pro-PHC candidates in key ridings,
Because we will mobilize these voters to get to the polls and their votes will make a difference to the riding level election outcomes

If we build teams who can canvass their neighbourhoods weekly
Then we will sign up *enough* PHC Voters in key ridings
Because neighbourhood canvassing is a good way to reach voters in these communities



Tactics on a Timeline



Organizing Sentence

We are organizing (WHO) to accomplish (WHAT CHANGE) through (HOW) by (WHEN).

We are organizing (our people) to accomplish (strategic goal) through (tactics) by (timeline).



Lunchtime Freedom Organizing Sentence

We are organizing 5th graders at McGrath Elementary to get Lunchtime Freedom through food fights & stepped walk-outs by June 5th, 2016.



Organizing Sentence

We are organizing _____ to accomplish
_____ through _____ by _____.



Report Back