



CHILDREN'S ALLIANCE

Advocacy and Organizing Planning Tool

This is a tool to help think through how to win a campaign and build a more powerful movement for change.

1. Goal: What do we want to achieve? A useful goal in this context is specific, for example “Convince Senator X to vote yes for early learning bill HB xxxx”
2. How will my organization and our movement be stronger after we have achieved our goal? What goals can we set that will build the movement as we fight to achieve a change goal?
3. Timeline: When do we need to achieve this goal? Is this a long term or short term goal? If it's long term, are there intermediate goals to help us get there?
4. Who else cares about this? Who are our allies who will help us achieve our goal?
5. Who is opposed to our goal? Who will get in our way? What motivates them?

6. Tactics: What are we going to do to reach our goal? Brainstorm lots of ideas. And then choose the ones that you think will be most effective, and that you have the time, resources, skills, and capacity to carry out. You might end up with tactics in each of the three areas, or just one or two.

Mobilization: Who cares about this and how can we motivate them to take action? What actions could people and organizations take to move this forward?

Lobbying: What direct communication do we need to have with lawmakers? Who is the best messenger?

Media and Communications: What do we want to say about this issue – and to who? In what media? How do we want to frame this issue? Who is a good spokesperson?

7. What resources do we need to get this done? (Resources are money, people, time, energy, etc)

8. What's going to get in our way? How will we overcome the challenges?