

APPENDIX B

Strategy Planning for Advocacy Campaigns

This chart is an adaptation of the Midwest Academy strategy chart. Use it to help you determine policy goals that will result in stronger support for high-quality afterschool and summer learning programs. Then, systematically address the questions in each section. You will emerge with a structure of a plan, and the assets you have to execute it.

Goals

1. Long term

What is the long-term vision for afterschool in your state?

Example: Universal afterschool, multi-million dollar state investment

2. Intermediate

What is needed now?

Example: Initial pilot investment

3. Short term

What steps are needed to get to the intermediate goal?

Examples: Data collection, Caucus for afterschool, bill introduction, task force or study committee

Goals are always concrete improvements in children's lives.

Organizational Considerations

1. List the resources that your organization brings to the campaign. Include: money, staff capacity, reputation, listserv/ contacts, etc.

How can you best leverage existing resources to mobilize your community or legislators?

2. Is your team capable of overseeing the statewide campaign? Will outside consultants be needed, like lobbyists, media/ communications consultants, or organizers?

3. If fiscally sponsored, what restrictions may be in place to limit activities like lobbying?

Constituents, Allies, Accomplices, and Opponents

1. Who cares about this issue enough to join in or help the organization?

- Who is impacted?
- What do they gain if they win?
- What risks are they taking?
- What power do they have over the target?
- What groups are they already connected to?
- How MUCH do they care? Who can be counted on as an accomplice and who may only chime in at a key moment of traction?

2. Who are your opponents?

- How strong is the opposition?
- What will they do/spend to oppose you?
- Would they remain opponents if OST were framed as a solution to problems they're focused on?
- Is there divisive language that will trigger opposition?

Targets

1. Primary Targets

A target is always a person. It is never an institution or elected body.

- Who has the power to give you what you want?
- What power do you have to activate them?

2. Secondary Targets

- Who has the power to influence those identified as primary targets?
- What connections or relationships do you have to activate them?

Tactics

For each target, list the tactic most likely to activate the target, based on your relationship and shared goals.

Tactics include:

- Media campaigns
- Research briefs
- Roundtables
- Coalition creation
- Site visits
- Outcomes data report
- Rallies or Advocacy Days
- Expert and constituent testimony

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Community Asset Map

