



Legislative Affairs Council

Choosing an Issue

Goals	Organizational Considerations	Constituents, Allies, & Opponents	Targets	Tactics
<p>List the long-term objectives of your campaign</p> <p>State the intermediate goals for this issue. What constitutes victory?</p> <p>How will this issue ensure concrete improvement in people's lives? Give people a sense of power? Alter the relations of power?</p> <p>What short-term goals and partial victories can you win as steps toward your long-term goal?</p>	<p>List the resources that AS brings to the issue. Such as money, number of staff, facilities, reputation, canvass, etc.</p> <p>What other groups are contributing to this issue?</p> <p>List the specific ways in which you want the AS to be strengthened and benefitted by this issue.</p> <p>List internal problems that have to be considered if the issue is to succeed.</p>	<p>Constituents and Allies</p> <p>Who cares about this issue enough to join in or help the organization? Whose problem is it? What do they gain if they win? What risks are they taking? What power do they have over the target? Into what groups are they organized?</p>	<p>Primary</p> <p>A target is always a person. It is never an institution or elected body.</p> <p>Who has the power to give you what you want? What power do you have over them?</p>	<p>For each target, list the tactics that each constituent group can best use to make its power felt</p> <p>Tactics must be:</p> <ul style="list-style-type: none"> -In context - Flexible and creative -Directed at a specific target -Make sense to the membership -Be backed up by a specific form of power <p>Tactics include:</p> <ul style="list-style-type: none"> -Media events -Actions for information and demands -Public hearings -Strikes -Voter registration, voter education, elections -Accountability sessions -Lawsuits -Negotiations
		<p>Opponents</p> <p>Who are your opponents? What will your victory cost them? What will they do/spend to oppose you? How strong are they? How are they organized?</p>	<p>Secondary</p> <p>Who has power over the people with the power to give you what you want?</p> <p>What power do you have over them?</p>	



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Long Term		Constituents	Primary	Org/Educational
Intermediate		Allies	Secondary	Power
Short Term		Opponents		