

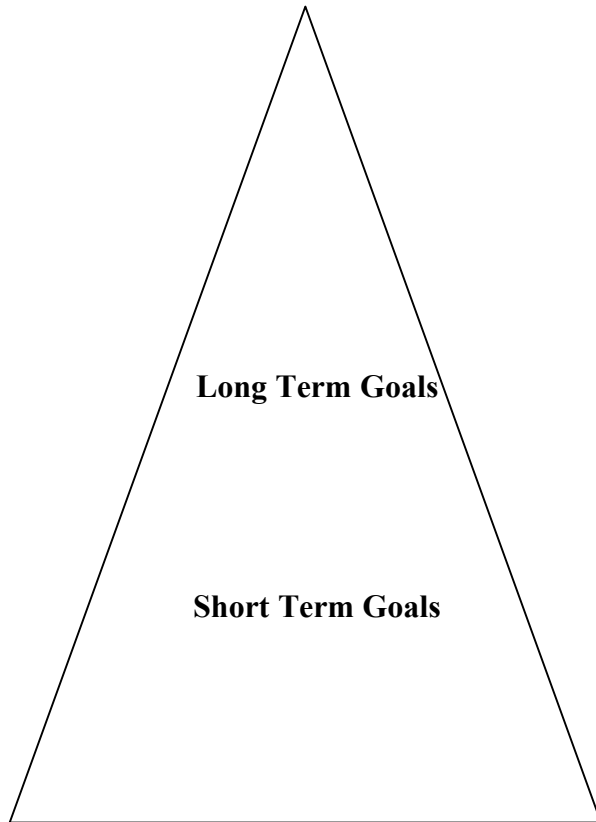


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## Campaign Strategy

### Ultimate Goal:

What is the main, tangible goal you want accomplish? Specific, achievable, and measurable



### Targets

#### A. Primary:

Who are the decision makers that are ultimately responsible for implementing the policy. Typically, this means the University Administration or Board of Trustees of the Medical School.

#### B. Secondary:

Who holds influence on the primary target: alumni, prominent donors, pre-eminent faculty, community luminaries, and students.

#### C. Tertiary:

All other forms of influence and important opinions: student body, faculty, staff, community and religious organizations. Often, you will principally concentrate on building coalitions with these groups in order to influence your primary target.

Goals	Decision Makers	Potential Allies	Potential Opponents	Unknowns	Needs: Research & Material	Actions & Events
Ultimate	Primary Target	Student groups, faculty and staff members, community groups, alumni, and student body	List potential spoilers			
Long-Term	Secondary Target					
Short-Term	Tertiary Target					



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For more information on mapping and planning a campaign, go to [www.aidemocracy.org](http://www.aidemocracy.org) or contact [sam@aidemocracy.org](mailto:sam@aidemocracy.org)

## Mapping and Escalating Your Campaign

### Recruitment/Education

#### •Weeks 1-3

- Canvassing on campus with petitions, tabling 2X/week, flyer on doors once a week, deliver flyers to dorms to be posted, class raps, and banner in student union.
- Plan rough outlines of the entire semester— week by week--with as much group participation as possible (this schedule can and will change, but it is an important first step toward getting organized). Establish specific, achievable, measurable tasks that are equally shared among group members.
- Make initial contact with decision makers.
- Make initial contact with potential allies.
- Touch base with allies in student government; initiate process to get resolution passed in favor of your campaign.

#### •Weeks 3-10

- Continue to flyer and table and class rap and do petitions.
- Begin to build relationship with press.
- Nail down meeting times with admin, take their “pulse.”
- Begin speaking with friends, allies, and faculty in earnest. This is fundamental to building a strong foundation—an informed student body will be less fickle and more supportive than an ignorant or misinformed one.





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- Go to faculty and staff senates, and other associated councils or task forces in order to get resolutions passed in favor of campaign.
- Work with student government in whatever capacity is necessary.
- Plan and carry out 1-2 events: Something fun, educational, and that gets wide press.
- End with something that is hugely successful in terms of education and bolstering community/campus support: speaking event, concerts, mini conference, street theater in your campuses main area.

### **Persuasion**

- Set deadline for the administration to make decision.
- Make student body aware of decision with letters to editor, flyers, and banners.
- Inform the press of the deadline.
- Keep talking to more and more allies, professors, and students.
- If (or when) the administration misses the deadline, respond rapidly with a big, public event, such as a rally.
- Keep meeting with the administration as you begin to escalate with other actions.
- Contact regents/legislators and/or other prominent luminaries and get them to intervene and advocate on your behalf.

### **Winning!**

- Direct action: Keep doing everything you have, and then escalate with direct action.