

Advocacy

101 How To Win Campaigns

with Liz Erickson



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Goal

An organizing goal is a measure of success that you are working towards. Achieving a goal is an indicator you are moving the needle on an issue in your community.

Organizing goals must be three things:

- Goals must be realistic because organizers need wins to move toward the world we're building
- They must also be measurable so we know how to count the wins
- They must solve a challenge, addressing a clear need in the community.

Once you have identified a goal, how do you achieve it? That's your strategy.

2

Strategy

An organizing goal is a measure of success that you are working towards. Achieving a goal is an indicator you are moving the needle on an issue in your community.

There are three questions we must ask when creating a strategy for issue campaigns:

- What institutions have the ability to enact the change we wish to see?
- What decision makers will we target? Understand that to influence a decision maker, we need to target their self-interests. They will act in the way we want them to act when our goals and objectives are aligned with their self interests — or when we can at least create that perception.
- What messages will we use to motivate these decision makers to action? Broadcast messages to the decision maker that resonates with those self interests — i.e. that our mission is in their self interest.

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Tactics

Tactics are the strategic actions you take to persuade decision makers to make the change you want to see. Tactics can include news coverage, phone calls to elected officials, social media campaigns, and so much more.

Tactics can and should be as creative as you want — just make sure you decide your tactics as a final step of this process as you want to make sure they are aligned with your strategy and goal.

RESOURCES

Check out [Arena's guide to writing your "goal, strategy, tactics"](#) plan, and a deeper look at how it connects to a broader campaign plan