

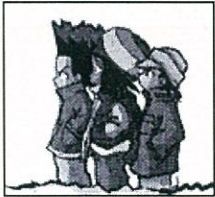




A STRATEGY is a **PLAN** to organize our **CREW** (base) and our **FRIENDS** (allies) to take **ACTION** (tactics) and force the **MAN** (target) to give us the **GOODS** (demands).

	<p>DEMANDS</p> <p>"The Goods"</p>	<p>Specific things that we want to solve a problem or resolve an issue.</p>
	<p>BASE</p> <p>"Our Crew"</p>	<p>The people most directly affected by the problem or oppressed by the institution.</p>
	<p>ALLIES</p> <p>"Our Friends"</p>	<p>Other people who are down to help us or who want to see the problem solved.</p>
	<p>TARGET</p> <p>"The Man"</p>	<p>The person who has the power to give us what we want and fix the problem.</p>
	<p>TACTICS</p> <p>"Action"</p>	<p>Things we can do with our power as everyday people to force the "Man" to give us what we want.</p>

(**Strategy Handout** adapted from SOUL's *Political Education Workshop Manual*. Props to the "Boondocks".)

Campaign Strategy Worksheet

THE ISSUE:



DEMANDS

What specific things do we want to solve this problem?



BASE

Who are the people most directly affected by the problem?



ALLIES

What other people are down to help us or want to see the problem solved?



TARGET

Who has the power to give us what we want and fix the problem?



TACTICS

What actions can we do with our power as everyday people to force the "Man" to give us what we want?"

(Strategy Worksheet adapted from SOUL's Political Education Workshop Manual. Props to the "Boondocks".)