CAMPAIGN STRATEGY

YFJCO

Campaign Demand:

Pass legislation to close Midtown Youth Center and reinvest in community-based alternatives

PRIMARY TARGET:

The person/entity who has the power to give you what you want

[Insert Here]

SECONDARY TARGET(S):

The person/people who can influence your target

[Insert Here]

Allies

- *ACLU*
- *Other youth justice organizations*
- *Community Data Hub*
- *Governor's Wife*
- *Senator Chip's wife*
- *State's Child Advocate*
- *Comm. of Dept. of Children Services*
- *Representative Lohan*

Opponents

- *Senator Chip*
- *Office of the Victims Advocate*
- *Senator Gamble*
- *Governor*
- *Republican community members*

Strategies

STRATEGY 1:

Build a base of people in your community impacted by the issue and those who care about it.

STRATEGY 2:

[Insert Here]

STRATEGY 3:

[Insert Here]

Tactics:

3- week door knocking campaign to get at least 100 community members to sign onto our campaign

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Campaign Demand:	Allies	Opponents	Strategies	Tactics:
PRIMARY TARGET: (the person/entity who has the power to give you what you want) **SECONDARY TARGET(S):** (the person/people who can influence your target)			**STRATEGY 1:** **STRATEGY 2:** **STRATEGY 3:**	

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Campaign Demand	Allies	Opponents	Strategies	Tactics
Pass legislation to close Midtown Youth Center and reinvest in community-based alternatives	• ACLU • Other youth justice organizations • Community Data Hub • Governor's Wife • Senator Chip's wife • State's Child Advocate • Comm. of Dept. of Children Services • Representative Lohan	• Senator Chip • Office of the Victims Advocate • Senator Gamble • Governor • Republican community members	**STRATEGY 1:** Build a base of people in your community impacted by the issue and those who care about it.	3- week door knocking campaign to get at least 100 community members to sign onto our campaign [Insert Here] [Insert Here]
PRIMARY TARGET: The person/entity who has the power to give you what you want [Insert Here]			**STRATEGY 2:** [Insert Here]	[Insert Here] [Insert Here] [Insert Here]
SECONDARY TARGET: The person/people who can influence your target [Insert Here]			**STRATEGY 3:** [Insert Here]	[Insert Here] [Insert Here] [Insert Here]

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Campaign Demand	Allies	Opponents	Strategies	Tactics
Pass legislation to close Midtown Youth Center and reinvest in community-based alternatives	• ACLU • Other youth justice organizations • Community Data Hub • Governor's Wife • Senator Chip's wife • State's Child Advocate • Comm. of Dept. of Children Services • Representative Lohan	• Senator Chip • Office of the Victims Advocate • Senator Gamble • Governor • Republican community members	**STRATEGY 1:** Build a base of people in your community impacted by the issue and those who care about it.	3- week door knocking campaign to get at least 100 community members to sign onto our campaign [Insert Here] [Insert Here]
Primary Target: The person/entity who has the power to give you what you want [Insert Here]			**STRATEGY 2:** [Insert Here]	[Insert Here] [Insert Here] [Insert Here]
Secondary Target: The person/people who can influence your target [Insert Here]			**STRATEGY 3:** [Insert Here]	[Insert Here] [Insert Here] [Insert Here]