

Tactics

For Each Goal:	
1. DEFINE THE CHANGE YOU WANT TO SEE	
2. IDENTIFY YOUR TARGET: Target: People with power to take action. Or, who are the people who can influence the target?	
3. HOW CAN YOU INFLUENCE YOUR TARGET TO TAKE ACTION? Ask them to take a specific action or give them information.	
4. WHAT'S THE MOST EFFECTIVE WAY TO APPLY PRESSURE TO THE TARGET? Campaigns use a variety of tactics. Get creative—see how you can pressure your target to change.	
5. GAIN SUPPORT Get people on board with your cause. List who?	