

STRATEGY CHART

Demands	Targets	Current Resources	Potential Supporters	Tactics
<p>Demands are specific measurable things we want to WIN!</p> <ol style="list-style-type: none"> List the demands of your campaign? What short-term or partial victories can you win as steps toward reaching your overall campaign demands? <p>How will the campaign:</p> <ul style="list-style-type: none"> Win concrete improvements in people's lives? Give people a sense of their own power? Alter the relations of power? 	<p>Primary target: The person who has the power to give you what you want. (The decision maker) A target is always a person, never an institution.</p> <p>Understanding your target: What opposing pressure does your target face to not give you what you want?</p> <p>Secondary target: The person(s) that have power over your target? What power do you have over the secondary target?</p>	<p>What we have: List the resources that your organization brings to the campaign. Include: skills of group members, connections to student and community organizations, funding.</p> <p>What we need: List the specific things you need to do to develop the campaign.</p> <ul style="list-style-type: none"> Expand leadership of group Build membership base Develop media plan Develop campaign strategy Develop media/messaging campaign Develop fundraising plan etc. 	<p>Who cares about this issue enough to join or help us? Who has the skills that you need to win the campaign?</p> <p>How will you reach out to potential supporters? (for instance: table on campus, hold membership meetings, host social events, present at other club meetings, canvass the dorms, talk to professors, etc.)</p>	<p>Tactics are actions taken to move your target to give you what you want (your demands).</p> <p>Tactics must: Demonstrate your power while simultaneously build your power. Be within the comfort zone of your group, but outside the comfort zone of your target. Be directed toward your primary or secondary target Moves you closer to reaching your demands.</p> <p>Example of tactics:</p> <ul style="list-style-type: none"> Petitions Public Hearings Negotiations Rallies Marches Sit ins Strikes

STRATEGY CHART SAMPLE

Demands	Targets	Current Resources	Potential Supporters	Tactics
<p>Demands are specific measurable things we want to WIN! (choose 1 Demand)</p> <ol style="list-style-type: none"> Increased empathy and reduced stigma about HIV and its impact on young people in <i>[insert campus, community center, city/state]</i> Affirming policies around HIV care, treatment, and prevention at <i>[insert campus or community center]</i> Modernized HIV laws in <i>[insert state]</i> Access to pre-exposure prophylaxis and (PrEP) post-exposure prophylaxis (PEP) on <i>[insert campus]</i> or referral system established at <i>[insert community center]</i> Updated sex education curricula in <i>[insert state]</i> which includes medically accurate information about HIV State-wide access to pre-exposure prophylaxis for young people in <i>[insert state]</i> 	<p>Primary target: (choose the same number as your Demand number)</p> <ol style="list-style-type: none"> Student body, faculty, and staff or community center staff and attendees. Head of student health center, dean of students, or human resources lead at - community center State legislators in <i>[insert state]</i> Head of student health center, dean of students, or human resources lead at community center State legislators in <i>[insert state]</i> State legislators in <i>[insert state]</i> <p>Understanding your target:</p> <p>Secondary target:</p> <ol style="list-style-type: none"> Campus President, Executive Director of Community Center 	<p>What we have:</p> <ul style="list-style-type: none"> Skills in <i>[insert applicable skills-- lobbying, planning events, social media, public speaking, event planning, conducting media interviews, research, writing articles, outreach, facilitating workshops, networking, etc.]</i> Videos from Advocates for Youth such as <i>[insert title of videos]</i> Articles from Advocates for Youth <i>[insert title of articles]</i> Resources such as <i>[insert title of resources]</i> <p>What we need:</p>	<p>Who cares about this issue enough to join or help us?</p> <ul style="list-style-type: none"> Other NYHAAD Ambassadors in <i>[insert state]</i> Student body/organizations <i>[insert name of organizations, faculty and staff supporters, etc.]</i> Staff or participants at community center <p>How will you reach out to potential supporters?</p> <ul style="list-style-type: none"> (for instance: table on campus, hold membership meetings, host social events, present at other club meetings, canvas around neighborhood, post posters around community center and neighborhood) 	<p>Tactics are actions taken to move your target to give you what you want (choose the same number as your Demand number).</p> <ol style="list-style-type: none"> <p>a) Distribute 150 sexual health resources on <i>[insert day, month, year]</i> at <i>[insert campus or community center]</i></p> <p>b) Host an HIV 101 session and provide info about PrEP, PEP, etc.</p> <p>a) Write an op-ed for <i>[insert campus or community center]</i> on the need for young people to access PrEP, HIV testing, etc. at <i>[insert campus or community center]</i></p> <p>b) Meet with <i>[insert target]</i> to discuss affirming policies</p> <p>a) Present on HIV criminalization laws to 30 people at <i>[campus or center]</i></p> <p>b) Meet with 15 state legislators about HIV criminalization laws in <i>[state]</i></p> Meet with <i>[insert target]</i> to discuss accessing PrEP and PEP <p>a) Meet with 15 local policymakers about sex education curricula</p> <p>b) write an op-ed on the need to modernize information about HIV in sex education</p> Meet with 15 state legislators about the need for young people to access crucial sexual health services like PrEP

