

A Plan for Organizing 2 Bargain

Story - Issue and Win

What is the story you want people to tell about your Local and this campaign?

Our story is ...

What is the issue that you will organize around? What do your people want to change?

Our issue is...

What would it look like if you achieved positive change on this issue? This is a concrete goal that can be measured and has a date. This win will directly address the issue and make a significant, visible change in the lives of your people. It “proves” the story you want to tell.

Our win is...

Core Leadership Team (Structure) Members

Who are the key people that will lead the actions and shape the plan?

[illegible]

Resources

What resources will you be able to use to gain power and work towards your win?

- **People** - Specific and intentionally identified people who can help you achieve the change you want to see. **May be exhaustible. **
- **Expertise** - Key, specialized knowledge that is used to support the change you want to see. Where is it, how do you get it, how do you communicate it, how do you use it?
- **Durable** - Does not go away (meeting space, research)
- **Exhaustible** - One time use, need to be replenished, need a sustainability plan (money, time)

People
Expertise
Durable Resources
Exhaustible Resources

Overall Strategic Planner

- What foundation do you need to build before beginning your plan (recruit leaders, gather resources, etc.)?
- What will you do to kick-off your campaign and gear up for the first tactic?
- What tactics will you take to reach the win? What structures will you build around each tactic?
- How will measure BOTH growth and strength at each step?

Foundation		
Kick-off		
Tactic 1		
Tactic 2		
Tactic 3		
Tactic 4		
Tactic 5		
Win		

Kick-Off	
Kick-Off Goal	
Leaders/ Structures	
Participants	
Date(s)	
Location(s)	
Recruitment and Communication Plan	
Resources and Supplies	
Measurable Growth and Strength Data (Qualitative and Quantitative)	

Debrief

Tactic 1	
Tactical Goal	
Leaders/ Structures	
Participants	
Date(s)	
Location(s)	
Recruitment and Communication Plan	
Resources and Supplies	
Measurable Growth and Strength Data (Qualitative and Quantitative)	

Debrief

Tactic 2	
Tactical Goal	
Leaders/ Structures	
Participants	
Date(s)	
Location(s)	
Recruitment and Communication Plan	
Resources and Supplies	
Measurable Growth and Strength Data (Qualitative and Quantitative)	

Debrief

Tactic 3	
Tactical Goal	
Leaders/ Structures	
Participants	
Date(s)	
Location(s)	
Recruitment and Communication Plan	
Resources and Supplies	
Measurable Growth and Strength Data (Qualitative and Quantitative)	

Debrief

Tactic 4	
Tactical Goal	
Leaders/ Structures	
Participants	
Date(s)	
Location(s)	
Recruitment and Communication Plan	
Resources and Supplies	
Measurable Growth and Strength Data (Qualitative and Quantitative)	

Debrief

Tactic 5	
Tactical Goal	
Leaders/ Structures	
Participants	
Date(s)	
Location(s)	
Recruitment and Communication Plan	
Resources and Supplies	
Measurable Growth and Strength Data (Qualitative and Quantitative)	

Debrief