

# Vision + Goals = Strategic Planning



**Use the chart above to brainstorm goals for a strategic plan. Follow the order of the boxes.**

1. Goal that fundamentally shifts money and power (achieves a significant part of your vision). Example: Fully funded schools.
2. Goal you are currently trying to win. Use this to build your base. Example: Raises that keep pace with inflation.
3. Bigger goal on the horizon that requires you to build a coalition to win and lays the groundwork for goal #1. Example: Campaign to lower class size and student ratios for paraprofessionals, nurses, and counselors.
4. Milestone goal that significantly expands your coalition and provides a stepping stone to goal #1. Example: State billionaire tax.