

FIVE STEPS FOR BUILDING AND WINNING A CAMPAIGN



community
organizing



STEP 1: IDENTIFY THE ASSET/ISSUE

An issue that community leaders or groups feel strongly about and will fight to change

STEP 2: BUILD YOUR TEAM

i.e., Naming Your Constituency. People who care about this issue and who are willing to fight to improve or change it

STEP 3: RESEARCH THE POWER & PLAYERS

People who want things to stay the same and who you need to influence to change their position

STEP 4: DEVELOP STRATEGIES FOR ACTION

Develop a Path to Victory/Winning Strategy - The strategies, actions and tactics that will ensure victory

STEP 5: EVALUATE THE CAMPAIGN

Data and information gathered from all stakeholders to learn what worked and how it can work better next time. Also a chance to assess if we won the change we hoped for?



ENERGIZE
our
NEIGHBORHOODS

EnergizeOurNeighborhoods.org

208-570-6834 | energize@cityofboise.org

150 N. Capitol Blvd, Boise, ID 83702