

# STRATEGY CHART

COMPONENTS	ANSWER
<b>ISSUE</b> What is the issue?	
<b>DEMANDS</b> What do you want to get?	
<b>BASE</b> Who is impacted by this issue & will come out to actions?	
<b>ALLIES</b> Who else was down to help?	
<b>TARGET</b> Who has the power to give you what you want?	
<b>TACTICS</b> What things did you do to force the target to give you what you want?	

**\*\*Note from Catalyst Project:**

Depending on what the relationship of the organization using this chart is to the community who will be affected by the action or campaign, here are some other questions that may be useful to consider:

**ISSUE**

- Who is framing the issue?
- Who is setting the agenda?

**DEMANDS**

- Who will benefit from the demands being met?
- In what way?
- Who, if anyone or any community, will be impacted (both positively and negatively) by the demands being met?
- In what way?