

Putting things into a game plan!

Once you've mapped the power around your issue, here are some helpful tips to make a game plan to win.

- 1.** Set your goals: What do you want to win in the short term and long term? Name your goals.
- 2.** More people, more people, more people: Along each step of the way, talk to people and invite them to join you. Numbers matter. The more people you have on your side, the more likely it is you will get what you want.
- 3.** Everyone is a leader: Give the people who join your campaign the skills and know-how to lead alongside each other. Give everyone a role, no matter how small or big. Go together to meetings with elected officials, have people read articles for research, make sure everyone speaks to the public or runs a meeting.
- 4.** You may need to switch things up: As you move your campaign forward, things will change. Key players might switch their position on your issue. An action you do might change a lot of people's minds on the issue. Be OK with changing your plan as you make progress on your campaign. Brainstorm with the others what you might need to change in order to win.