

# Planning to win

This is a tool to help your action group to plan out your strategy for refugee campaign in your community for the next year or so. We've designed it so you can align your plans with the national campaign goals and each step of the plan to win for the refugee campaign. Make sure you read the activist toolkit before getting started so you've got your head wrapped around the strategy.

**Focus goal: 15% of persuadable voters are shifted towards AIA campaign objectives**  
**(Note: overall the persuadable people make up 50-60% of the Australian community)**

We believe that by persuading a critical mass of people to support a better plan it will force politicians to act. This won't happen overnight, but if we all put our efforts into this across Australia we can make it a reality. We've got a good shot because this is a sector-wide approach and organisations and activists like you will be working together to shift the balance of public opinion.

The strategy to shift the persuadables and get the change we want has three critical steps. This toolkit has been divided into three sections dedicated to each step.

1. Identifying and reaching persuadable people in your community (**Fill out this audience mapping tool before you start**)
2. Actually persuading them that there is a better and more humane approach to supporting people seeking protection (Check out "Getting the message straight")
3. Demonstrating this change within your community to your MP (Check out the advocacy guide)

This planning tool will help you plan activities for each of these three steps to make sure you're hitting all the points you need to win.



## Before you start

Discuss in your group

1. What are your strengths?
2. What are the special or unique things about your community?
3. What are your gaps?
4. How much capacity do you have in your group? What can you realistically achieve?

## Definitions

**Goals:** A goal is something you want to achieve. It should be specific and measurable. It is the centre of a plan and all the strategy and tactics are built to achieve the goal.

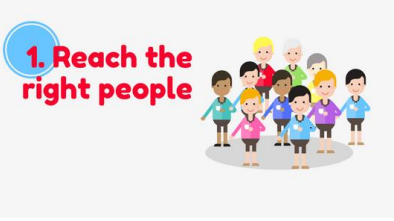
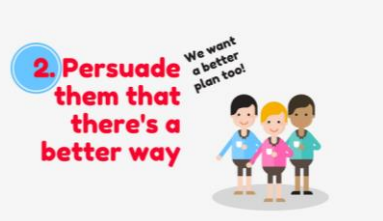

**Strategy:** A strategy is an overarching plan for how you're going to reach your goal.

**Tactics:** These are the specific things you are going to do to reach your goal. They are activities and actions.



## Set your goals

Make sure you have at least one goal for each of the three steps in the plan to win.

<p><b>You should have at least 1 goal for each of the three steps</b></p>			
<p><b>Example</b></p>	<p><i>Reach out to at least three different groups of persuadable people (parents, sports community, faith groups) by the end of 2017.</i></p>	<p><i>Engage 5% of my electorate to support a better plan and sign the petition by the end of 2017.</i></p>	<p><i>Have at least 4 interactions with My MP by the end of 2017, with at least 1 face to face meeting.</i></p>
<p><b>What's your goal?</b></p> <p><b>Make sure it's SMART</b></p> <ol style="list-style-type: none"> <li>1. Specific</li> <li>2. Measurable</li> <li>3. Achievable</li> <li>4. Realistic</li> <li>5. Timebound</li> </ol>			

## Plan out your strategy

Note: If you're targeting persuadables you can use this audience profiling tool to map out your community and figure out the best people to try and reach.

<b>Goal</b>	<b>Strategy: In 1-2 sentences write down how you think you can achieve the goal</b>
<i><b>Example:</b> Goal 1- Reach out to at least three different groups of persuadable people (parents, sports community, faith groups) by the end of 2017.</i>	<i>Put on events and activities that parents, the sports community and faith groups are interested in at the locations they frequent.</i>
<b>Goal 1:</b>	
<b>Goal 2:</b>	
<b>Goal 3:</b>	

**Create your tactics**

<b>Goal</b>	<b>Tactics</b> What tactics will your group use to reach your goal? Some might include a meeting with your MP, a sports festival, a partnership with a local sports club. There are endless possibilities. List them out here:	<b>Tasks</b> What tasks need to be done to pull off the activity? I.e: book a venue, promote an event etc	<b>Who's responsible?</b> Allocate tasks to different members in your group to share the load and make sure things happen on an agreed schedule.
<b>Example:</b>	<ul style="list-style-type: none"> <li>● <i>Visit the local cricket club and meet with the president to find out if there is room for partnering</i></li> <li>● <i>Put on a BBQ/ joint event at the grand final and talk with the players and their friends and family about refugees</i></li> </ul>	<ul style="list-style-type: none"> <li>● <i>Book a meeting with the president, prepare for the meeting and attend</i></li> <li>● <i>Buy sausages and bread, hire a BBQ, prepare materials, Prep volunteers etc</i></li> </ul>	<ul style="list-style-type: none"> <li>● <i>Harry and Mohammed</i></li> <li>● <i>Loretta and Sally</i></li> </ul>
<b>Goal 1:</b>			

**Goal 2:**

**Tactics**

**Tasks**

**Who's responsible?**

--	--	--	--

**Goal 3:**

**Tactics**

**Tasks**

**Who's responsible?**