

## GLOSSARY

### Community Organizing Terms

**Advocacy:** An organized effort towards action to influence outcomes that directly affect people's lives.

**Allies:** Groups and individuals who can be counted on to support the campaign with a letter of support or endorsement, but who will not mobilize their membership and constituents for the campaign.

**Coalition:** The group that is actively invested and leading the campaign.

**Constituents:** A group of people who are already mobilized whom you can contact and bring into the campaign as active members and supporters.

**Goal:** A statement of what you want to "win" in the campaign. Goals may be short, intermediate or long-term. See, "Organizing for Social Change, Midwest Academy Manual for Activists" for a discussion of goals.

**Issue:** A solution to the problem. See, "Organizing for Social Change, Midwest Academy Manual for Activists" for a description of the 16 criteria to analyze and weigh the benefits of a particular issue.

**Organizational Considerations:** Describes the organizational capacity and deficits that your organization brings to a campaign. It includes things such as financial resources; manpower in terms of staff and membership; skills and internal problems that must be considered if the campaign is to succeed.

**Strategy Chart:** A campaign plan that describes the goals, organizational considerations, support and opposition, targets and tactics to achieve one or more specific goals.

**Tactics:** Actions that the constituents will take to put pressure on the Primary Target. May include media advocacy, letter writing, editorials, public hearings, etc.

**Targets:**

**Primary** - Decision-makers with the authority and power to give you what you want.

**Secondary** - Individuals who have the ability to influence the primary target to convince or facilitate the primary target making a particular decision.