

Midwest Academy Strategy Chart

#TheBerksKids

Goals	Organizational Considerations	Constituency People Power	Decision-Maker (Target)	Tactics
<p>Long-term Goal:</p> <ul style="list-style-type: none"> • Diverse PA groups and leaders from civil society (schools, businesses, faith groups) make statements in opposition to Berks and family detention and call on PA federal electeds to hold the line on detention of families seeking asylum <p>Intermediate Goals:</p> <ul style="list-style-type: none"> • By the end of 2018, 30 influencers issue public statements or take other public steps calling for an end to the practice of family detention, including at Berks family detention center <p>Short-term Goals:</p> <ul style="list-style-type: none"> • Pass a Berks Kids Resolution • Build a relationship with a potential influencer • Get more people involved and engaged in the campaign 	<p>Resources you have now:</p> <ul style="list-style-type: none"> • Library provides free meeting space • The law school has previously engaged in the issue and there may be receptive faculty members (e.g. Temple Law) • You have 10 dedicated member leaders • You already have connections with other allies. <p>List the Ways you want to Build your Organization through the campaign – list #'s!</p> <ul style="list-style-type: none"> • Expand membership base • Build expertise and leadership • Build relationships with other constituencies and groups <p>Internal Problems:</p> <ul style="list-style-type: none"> • The college has a large number of clubs that all compete for a finite number of resources/attention • The membership engagement varies 	<p>Who cares about the issue?</p> <ul style="list-style-type: none"> • Local refugee resettlement agency <p>Opponents?</p> <ul style="list-style-type: none"> • Local Act for America group 	<p>Influencer?</p> <p>Business leaders Faith leaders Education leaders Professional associations Sports celebrities Student Government</p> <ul style="list-style-type: none"> • Aman Doe – Student Body President • The Pennsylvania Council of Churches • Tina Fey • PA Chamber of Commerce <p>Influencers on the Influencers?</p> <p>AIUSA members Business owners Faith communities Parents Refugee/Asylee Communities Film/TV Celebrities Musicians/Artists Communities invested in child welfare -- mommy bloggers, for ex.</p>	<p>How will you show power to the target so they will say yes to the goals?</p> <p>Show power directly to Influencer</p> <ul style="list-style-type: none"> • Media event • Number of sign on's • Advocacy Letters <p>Public Education and Organization Building</p> <ul style="list-style-type: none"> • Forum