



PTA Strategy Chart

Advocacy is the cornerstone of PTA’s mission. In order to achieve your advocacy goals at any level, it is important to have a strategic plan. This chart poses the right questions in the right order and serves as a particularly useful tool for group discussions, as it maintains focus to the issue at hand. Use this chart as a guide to developing your strategy and revisit it to check your progress.

<p>GOALS <i>The victory you want to achieve.</i></p>	<p>ORGANIZATIONAL CONSIDERATIONS <i>What you have to put into the fight (time, money, etc.), and what you want to get out of it organizationally (how will others perceive you/the PTA).</i></p>	<p>CONSTITUENTS, ALLIES, OPPONENTS <i>Who else cares about this problem enough to join in doing something about it? Who will not agree with you on this issue? Who does it impact?</i></p>	<p>TARGETS <i>Those who can give you what you want. Always a person.</i></p>	<p>TACTICS <i>The things that you and your constituents and allies must do to get the decision-maker(s) to make the decisions that will allow you to achieve your goal.</i></p>