



Campaign Tips

The following information has been compiled from various resources and training sessions attended by SEE-Change staff for the benefit of other SEE-Change members.

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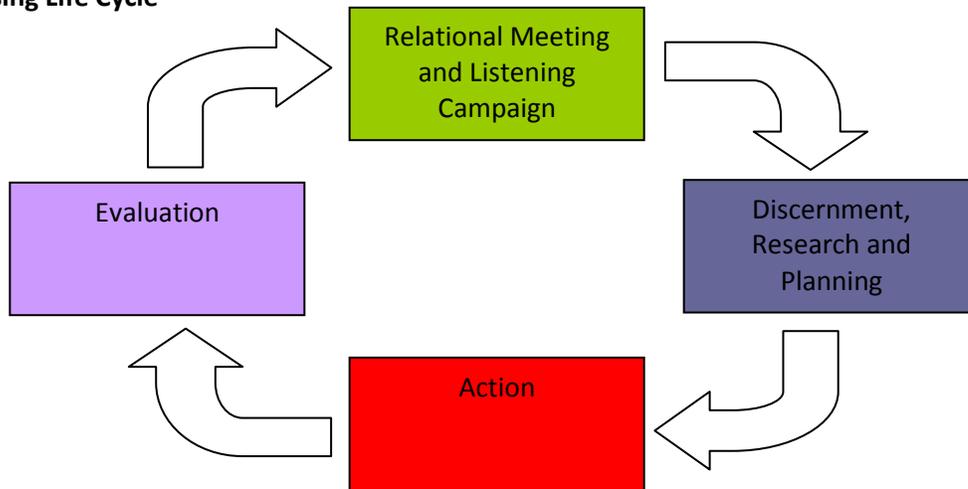
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Sydney Alliance

Power Map

- Define the specific campaign goal.
- Which decision-maker has the power to deliver this outcome?
- Which organised groups agree with us?
- Which organised groups disagree with us?
- Plot these players, and ourselves, on the grid below

Organising Life Cycle



The elements of a listening campaign

Preparation	<ul style="list-style-type: none"> • Relational meetings to get people there • Identifying small group leaders to run groups • Create a core team to plan active listening and write agenda 	
Active listening campaign	Relationship building	Possible questions to ask: Share stories of work or migration in your family's history. What experiences in your life have shaped your values?
	Organisational reflection	Reflecting on your engagement with the organisation Your vision for your organisation
	Stories / issues	Possible questions to ask: If you could change one thing about your community, what would it be? What are challenges that you and your family face? What hopes do you have for your community? What is your vision for your family?
	Discernment: identifying stories and leaders	Core team discernment Identifying leaders What are stories that you heard (not just the issues!)? Organisational discernment Taking these back to the organisation, e.g. what does this mean for your school?
Next steps	<ul style="list-style-type: none"> • Internal research action inside organisation • What stories/issues may we refer to the Alliance 	

Tactics

- TACTICS MEANS doing what you can with what you have.
 1. Always remember the first rule of power tactics: Power is not only what you have, but what the enemy thinks you have.
 2. Never go outside the experience of your people. When an action or tactic is outside the experience of the people, the result is confusion, fear, and retreat. It also means a collapse of communication, as we have noted.
 3. Wherever possible go outside of the experience of the enemy. Here you want to cause confusion, fear, and retreat.
 4. Make the enemy live up to their own book of rules. You can kill them with this, for they can no more obey their own rules than the Christian church can live up to Christianity.
 5. The fourth rule carries within it the fifth rule: Ridicule is man's most potent weapon. It is almost impossible to counterattack ridicule. Also it infuriates the opposition, who then react to your advantage.
 6. A good tactic is one that your people enjoy. If your people are not having a ball doing it, there is something very wrong with the tactic.
 7. A tactic that drags on too long becomes a drag. Man can sustain militant interest in any issue for only a limited time, after which it becomes a ritualistic commitment, like going to church on Sunday mornings. New issues and crises are always developing, and one's reaction becomes, "Well, my heart bleeds for those people and I'm all for the boycott, but after all there are other important things in life"-and there it goes.
 8. Keep the pressure on, with different tactics and actions, and utilize all events of the period for your purpose.
 9. The threat is usually more terrifying than the thing itself.
 10. The major premise for tactics is the development of operations that will maintain a constant pressure upon the opposition. It is this unceasing pressure that results in the reactions from the opposition that are essential for the success of the campaign
 11. If you push a negative hard and deep enough it will break through into its counterside; this is based on the principle that every positive has its negative.
 12. The price of a successful attack is a constructive alternative. You cannot risk being trapped by the enemy in his sudden agreement with your demand and saying "You're right-we don't know what to do about this issue. Now you tell us."
 13. Pick the target, freeze it, personalize it, and polarize it.
 14. The real action is in the enemy's reaction.
 15. The enemy properly goaded and guided in his reaction will be your major strength.
 16. Tactics, like organization, like life, require that you move with the action.

BOOK: Rules for Radicals, A Practical Primer for Realistic Radicals, by SAUL D. ALINSKY

