

## The COFI Way: Strategy Chart\*

Five-Year Vision	One-Year Goals	Building Our Organization and Our Leadership	Web of Support: Allies, Champions, and Overcoming Obstacles	Action Steps
<p>What will be different five years from now if/when we succeed?</p>	<p>What changes can we impact in a year which will lead us to our five-year vision?</p> <p>Where will we be one year from today?</p>	<p>How does this campaign build parent leadership?</p> <p>How does it advance our core leader group?</p> <p>How does it bring in new people?</p>	<p>Who are (or could be) insider allies or outsider champions on this?</p> <p>Who or what are the obstacles or barriers that might get in the way?</p> <p>Who will oppose our goal?</p> <p>How do we turn these obstacles into goals?</p>	<p>Think research actions, meetings with policymakers and advocates, steps that will help make our case, build allies and champions, put the issue out publicly, or rally our members to the cause?</p> <p>Decide next step:</p> <p>Clarify a three-month goal.</p> <p>Identify the first baby step.</p>

\* With Appreciation to the Midwest Academy for Inspiring our Strategy Chart – Adapted with Permission from the Midwest Academy Strategy Chart for Organizers.

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