

Key Terms for Action Planning



Allies

Allies are people or institutions who possess shared values and interests.

Constituency

Constituency comes from the Latin word meaning “to come together” and represents a group of people who share similar identities, values or beliefs. In politics, constituency is a term often used to describe the ethnic or political make up of a group of people.

Deliverables

Deliverables are the products or milestones that are necessary to accomplish the tactics. Deliverables should be assigned deadlines.

Demand

A demand is an “ask.” It is a specific action or request that, if accomplished, contributes to the successful completion of the primary and intermediary goals.

Intermediate Goal

An intermediate goal is a goal that contributes to the overarching goal but is more focused. Often times, it is countable and has a clear target and demands attached to the target. For the Obama campaign, an intermediate goal in 2008 was to win the Iowa precinct caucuses.

Opposition

The opposition is made up of people or organizations that do not share and may obstruct your agenda.

Primary Goal

A primary goal is the overarching campaign goal. For example, in the Presidential race, the primary goal of the Obama campaign was to get Senator Barack Obama elected President.

Strategy

Strategy is the embodiment of multiple tactics and intermediary goals that, in concert, attempt to accomplish the primary goal.

Tactics

Tactics are a series of activities that are employed for a specific purpose. Tactics contribute to accomplishing the goals. Tactics are different from strategies in that they are narrow and short, whereas strategies are the aggregate of tactics.

Target

A target is a person or institution that an action is directed towards. Often times, targets are key decision makers who are needed to move the agenda. For the Obama campaign, an example of a target was a swing voter in Ohio.

Vehicle

Vehicles are organizations or structures that are used to carry out the tactics. Examples of vehicles are student groups, faith congregations or coalitions.