

How to Develop an Action Plan

This model, developed by the **United Teen Equality Center**¹, helps you think about the decision makers you need to influence to further your campaign, and what the proper path is to do so. It helps you to understand that the people you want to influence are influenced by others. The bottom level of the pyramid (and first stage of your action plan) is made up of your **allies** – the people who will support you and work with you on your campaign. This is essential, as they will be helping you to further the campaign. The second level of the pyramid is made up of your **secondary targets** – the people you need to influence, because they will in turn influence the primary target. The top level of the pyramid is **the primary target**, the ultimate decision maker. The examples on the following pages will show you how to fill in the pyramid and use it to further your campaign.



¹<http://www.utec-lowell.org/>

Example: Home Rule Petition to Lower the Voting Age to 17

This plan was developed by teens from the United Teen Equality Center as the first phase in their campaign to lower the voting age in Lowell to 17. Their goal was to convince the Lowell City Council to pass a home rule petition, which would ask the state to give Lowell permission to lower the voting age in their city to 17.

Primary Target: The Lowell City Council. UTEC needed to convince the council to pass the home rule petition.

Secondary Targets: Local Public figures include police officers, teachers, and school board members. UTEC representatives met with individuals from all these groups and explained their position.

Allies: UTEC campaigned at local high schools to gather support from other teens and friendly local organizations that were sympathetic.



Example: Repealing the Washington DC Youth Curfew Law

This plan was drawn up by NYRA members at the Annual Meeting 2011. The ultimate **goal** is to convince the Washington DC City Council to repeal the DC youth curfew.

Primary Target: The ultimate decision maker with the power to repeal the curfew is the DC City Council and Mayor.

Secondary Targets: The DC Youth Council, Police Officers, DC Voters, and Teachers all have the power to influence the city council. Local media sources, including radio and TV, are important resources to use throughout the campaign.

Allies: Youth and parents are the best source of support for this campaign. NYRA, the NAACP, the ACLU, the DC Human Rights Commission and DC-based Youth Programs are other groups that might be willing to support the campaign.

