

Identifying campaign targets and allies

In any campaign there will be allies and targets. It is necessary to identify both targets and allies in order to plan a strategic campaign. There are direct and indirect targets and allies.

Strategic campaigns - targets

- A direct target is the person or other entity that has the power to grant your demands.
- An indirect target is a person or other entity that can influence or persuade the direct target to grant your demands.
- An indirect target is someone who may eventually become an adversary. An indirect target is not one with whom you will want to strategise.

Strategic campaigns - allies

- An ally is another person or group that shares an interest with your campaign issues and can influence or persuade a target to grant your demands.
- An ally is someone with whom you may eventually want a long-term positive relationship.
- An ally is one with whom you may want to strategise.