PINK BLOQUE: ORGANIZING A CAMPAIGN

1. Dude! This sucks. - PROBLEM
2. What the ?!*! - ISSUE
3. What do we want? When do we want it? - DEMAND
4. AKA - “The Man” - TARGETS
5. Did you hear what happened to? - PEOPLE AFFECTED BY THE ISSUE.
6. Lovers - POTENTIAL ALLIES.
7. Haters - POTENTIAL OPPONENTS.

Source: Pink Bloque www.pinkbloque.org