

ADVOCACY PLAN / CAMPAIGN STRATEGY WORKSHEET

Map out your game plan for success

<p><u>THE PROBLEM:</u></p> <p>What problem are we trying to solve? Why is this important?</p>	
<p><u>RESEARCH/INFORMATION GATHERING:</u></p> <p>What is creating this problem? What is the history of this issue? Who are the people in power that can meet our demands?</p>	
<p><u>BASE / STAKEHOLDERS:</u></p> <p>Who are the people most directly affected by this problem?</p>	
<p><u>ALLIES / COALITION-BUILDING:</u></p> <p>What other groups or people would be able to help us? Who else wants to see this problem solved? Who has influence over the target (below)?</p>	
<p><u>OPPOSITION:</u></p> <p>Who are the people or groups who will oppose our solution? Who will stand in our way?</p>	



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<p><u>RESOURCES:</u></p> <p>What resources do we currently have at your disposal to help us achieve our goal(s)? What resources do we need in order to achieve our goal(s)? <i>e.g. members, funding, skills, physical venue, messaging plan, etc)</i></p>	
<p><u>TARGET:</u></p> <p>Analyze who has the power to change the problem. Who runs the institution? Who has the power to give us what we want? Note: This should be a specific person or organization.</p>	
<p><u>DEMANDS:</u></p> <p>What specific things do we want those in power to do to solve this problem? These should be specific, measurable, attainable, and realistic. These should also address the root causes of the problem.</p>	<ol style="list-style-type: none"> 1. 2. 3.
<p><u>TACTICS:</u></p> <p>What actions can we do with our power to push our target to make change? (Start “soft,” escalate as needed.)</p>	<ol style="list-style-type: none"> 1. 2. 3.



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<p><u>MESSAGES & COMMUNICATION:</u></p> <p>What are our primary messages or key talking points?</p> <p>What is our communications plan? i.e. How will we disseminate our message?</p> <p>(Values-based messaging structure - VPSA: Values, Problem, Solution, Action)</p>	<p><i>Key Messages (incorporate VPSA structure):</i></p> <ol style="list-style-type: none"> 1. 2. 3. <p><i>Communications Plan :</i></p> <ol style="list-style-type: none"> 1. 2.
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