

Campaign Planning Template

What is the issue you want to address? Why is this issue important?

Who or what caused this issue?

Who is affected by this?

Who is the target – who can fix this issue? (e.g., Prime Minister, Premier, Health Minister)

What is your demand – what will solve this issue?

What activities can we take to get the target to act?

Opponents – who would be against our campaign?

Allies – who could we work with?