

CAMPAIGN PLANNER

The problem

The Change Your Group Wants to See

How Might This Change Happen

Reaching out to others
Who is on our side?

Who can help us?

Our Goal

OUR OBJECTIVES
The steps to that change

OUR TARGETS

OUR TACTIC/S
THE ACTION WE WILL TAKE TO INFLUENCE OUR TARGET/S

The story

Working well together
What do we need to do to work well together as a campaign team?

Finding out
Who has the power to make this change happen.

What do we need to find out so we strengthen our argument ?

Taking Care of yourself