

Elements of a Campaign

What do we want?

(goals and objectives)

Who can give it to us?

(targets)

What do they need to hear?

(messages)

How do we get them to hear it?

(delivery/tactics)

What have we got?

(resources; strengths, allies)

What do we need to develop?

(challenges; gaps)

How do we begin?

(first steps, action plan)

**How will we know it's working, or
not working?**

(evaluation)