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## Campaign Scoping Paper

Proposal Name		
Proposal Author(s)		
Proposal Date		
Issue		
<i>What is the problem? Include evidence.</i>		
Root cause		
<i>Who or what is the source of the problem?</i>		
Impact		Region
<i>Which groups are affected? How are they impacted? To what extent?</i>		<i>Is this a local issue? Which geographical area is impacted?</i>
Target		
<i>Who can make the decision that will fix the problem?</i>		
Resolution		
<i>What is the solution to the problem?</i>		

Action

*What action is required for the problem to be resolved? Can advocacy be employed to effect?*

Role

*What role could we play in the campaign?*

Support

*Does this issue have or could it achieve broad community support?*

Past

*Who else has been active in this space? What did they do? How did they fare?*

Present

*Who else is active in this space? What are they doing? How are they faring?*

Partnerships

*Which other groups might be interested in working with us?*

Risks

*What are the risks to us?*

Prospects

*Can we make a significant impact? What is the likelihood of achieving the desired outcome?*

Recommendation

*Should we pursue this opportunity? What are the prerequisites for our involvement?*

