

CAMPAIGN PLANNING TEMPLATE

Our Issue What is our deeply and widely felt issue? What is our demand to fix the problem?	Targets Who has the power to fix the problem?	Tactics What do we think will move our target? Which tactics fit this situation? What tactics do we start with? [warm] What tactics might we move to if necessary? [hot]



CAMPAIGN PLANNING: Write in Key Dates and Goals

July	August	September	October	November	December

January	February	March	April	May	June