THE CAMPAIGN WORKSHOP

STRATEGY | DIGITAL | MAIL | TRAINING

5 Steps to Follow for a Strategic Advocacy Campaign

Goals

Write down your overarching goal and several short term goals that fit into the larger picture.

Be clear about what achieving your goal will do.

Tactics

Decide on a tactic based on what you know about your goals, organization's resources, support and opposition, and targets.

Your campaign should be designed to trigger the desired response from your targets.

Organizational Consideration

List out all your resources to give you an idea of who and what you have to work with.

Consider whether there are any problems internally that need to be addressed.

Constituents, Allies, and Opponents

Who will have a positive interest in your advocacy issue? Which groups may partner with you?

Who will oppose your campaign? How much power do they have and who do they influence?

Targets

Who exactly has the power to make what you want happen?

Identify a secondary target who has more of a conection to your primary target.

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