

Campaign Planning Practice

Step 1: Use the Issue Assessment Chart tool to discuss the strengths of each issue for organizing.

Step 2: Choose one of the issues, figure out your goal for addressing that issue, and decide on a campaign you would use to organize around this issue and achieve your goal.

Step 3: Even though you would likely employ all of the ingredients, choose 3 that you will focus on for this exercise and that you think would be the most important strategies for your campaign.

Step 4: Identify at least 2 tactics that you would want to use for

Step 5: Use the tactic star to evaluate your tactics and plan an escalating campaign to achieve your goals.

Step 6: Decide how you will present your campaign!