PLANNING A SIGNATURE DRIVE

WORKSHEET

Use this worksheet to plan a signature drive around your issue.

Five steps to successful signature collection:

1. Set a goal number of signatures
2. Figure out where you will get those numbers
3. Create a sign-on form
4. Get the signatures
5. Measure and celebrate your progress

Signature Collection Plan

Issue: Target Name and Role:

Desired Action from Target: Key Motivations:

Goal Number of Signatures – Total:

Online:

In Person:

Rationale for Goal:

How will you get sign-ons online?

*Assume nobody will simply flock to your sign-on form. How will you drive them there?*

Where will you go or send supporters to get sign-ons in person?

*Name specific locations you believe are good prospects.*

How will you log/store the signatures you collect?