**Issue Campaign Plan Template**

*Note on how to use this template: The bolded headers should remain present in your final plan. The italic text in each section is guidance and should be deleted from your final plan. The tables throughout should be completed following the guidance in each section. In writing your plan, you are free to insert additional tables, charts, or other visual aids. For any power maps you include, you are free to either use text boxes to fill in the blank power map provided, or to use a different set of tools to create the map, as long as it follows the guidelines discussed in Week 2 of class.*

**Vision**

*Write this part of your plan last. This should summarize the issue campaign objective, strategy, tactics, and timeline. It should also list out all qualitative and quantitative goals in a bulleted list.*

**Campaign Goal**

*What is the desired outcome of your campaign? Be specific.*

**Strategy**

*State your campaign’s theory of change. Make sure it incorporates all elements reviewed in class on Week 2.*

**Targeted Decision Makers (part of strategy)**

*Who are you targeting? Why are you targeting them? Include a summary of your targets here. Depending on your campaign, you may have fewer than or more than five targets – that is okay as long as it makes sense in achieving your campaign’s objective.*

|  |  |  |  |
| --- | --- | --- | --- |
|  | Name | Role | Why a target? |
| Target 1 |  |  |  |
| Target 2 |  |  |  |
| Target 3 |  |  |  |
| Target 4 |  |  |  |
| Target 5 |  |  |  |

*Include the following information for each decision maker you are targeting.*

*Basic info (what office they hold, what area they represent)*

*Summary of research into this target’s background (using guidelines reviewed in class on Week 2)*

*Motivations and rationale*

|  |  |
| --- | --- |
| Motivation, Interests | Supporting information as to why this is a key motivation |
|  |  |
|  |  |
|  |  |
|  |  |

*Power Map:*

Against us

With us

|  |  |
| --- | --- |
|  | Total Influence |
|  | No Influence |

**Campaign Message Frame**

*How will your campaign talk about this issue?*

**Your Coalition**

*Who is part of the coalition you’re working with? Write the organization name, role in the coalition, and contact info in the table below. Add as many rows as you need.*

|  |  |  |
| --- | --- | --- |
| Organization Name | Organization’s Role | Contact’s Name and Email |
|  |  |  |
|  |  |  |
|  |  |  |
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|  |  |  |
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**Tactics**

*What tactics will your campaign use to create an effective ecosystem around your decision maker? Provide a summary of the tactics you will employ below. Feel free to create additional rows.*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Tactic | Target(s) | How will this tactic persuade the targeted decision maker(s)? | Quantitative Goals | Time Frame |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

*Provide a narrative description of the tactics you will employ and how they will work together to achieve the objective of your campaign.*

**Timeline and Benchmarks**

*On what dates will tactics occur? Note these in bold. When will you reach 25%, 50%, 75%, and 100% of your goals, be they goals around tactics or capacity building? Feel free to use the sample format below, adding as many rows as needed for your timeline.*

|  |  |
| --- | --- |
| Date | Benchmark/Event |
|  |  |
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