

Writing your campaign plan

Goals for the session:

- Understand the framework for developing strategic plans, particularly within your local issue campaign
- Apply the framework to write your own campaign plan

Notes on 'strategic planning framework' (goal, strategy, tactics):

Notes on 'setting a proper goal':

Notes on 'developing a strategy':

Notes on 'tackling tactics':

Reflection question

What are you taking away from tonight's call? What would be helpful for the next call?