



## Campaign Action Plan

**[1] What are the issues or problems that you want to deal with?**

**[2] What research is needed for the campaign?**

Research for campaigns often includes demographic data and mapping on the population most impacted; community experiences, opinions and visions for change (also referred to as a strengths/needs assessment); issue research – studies, articles, statistic and other data on the problem or solution including history, trends, policy, legislation or litigation.

**[3] What are your goals, and what can you get first as a way toward that goal? In organizing, goals are often worded as *demands*.**

**a. Short-term goal(s):**

**b. Mid-term goal(s):**

**c. Long-term goal(s):**

**In order to reach your campaign goals:**

**[4] First priority: What do you want to change or accomplish in year one?**



**Target: (Identify the person/people who have the power to give you what you want.)**

**[5] Second priority: What do you want to change or accomplish in year two?**



**Target: (Identify the person/people who have the power to give you what you want.)**



**[6] Allies**

Who should we work with and what's in it for them? (Knowing their agenda/interests/concerns makes reaching them more likely.)

<b>Person/Organization</b>	<b>Benefits to Them for Getting Involved</b>

**[7] Power Analysis (To be done as a separate exercise.)**

**[8] Tactics – In Order of Escalation** (Tactics: Possible tactics might include litigation, public policy hearing or draft legislation, direct action or civil disobedience, media, etc. A campaign consists of a series of tactics. One tactic alone does not constitute an organizing campaign. Many tactics with varying levels of threat are needed to produce and protect significant change.)

	
	
	
	
	
	
	
	
	
	
	
	
	



**[9] Resources that you will need and where you can get them:**

<b>Resource</b>	<b>Source</b>