



Campaign Planning Worksheet Four: Campaign Kick Off

Start your campaign: We've chose a campaign goal, identified our decision maker, and mapped out our allies and opponents, now it's time to plan the first steps we're going to take to get this campaign moving. Below, list out the first steps you a going to take. You can use the categories below to help you get started.

Building Your Team: Go back to your spectrum of allies, which groups may support your goals that you can activate to support you? A good place to start is the people who will be most impacted by your campaign, like other manufactured homeowners.

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Research Questions: Do you have any unresolved questions from decision maker brainstorm that you need to answer? Are there any potential allies from your spectrum of allies who could help you with this? (Asking other people or groups for help is a great way to increase their investment in your campaign. It's worth doing even if at first it may seem like more work than just doing it yourself)

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Building Your Public Message: How can you start shaping the public image of your campaign through actions, events, news coverage, etc.? What is it important that people know about what you are fighting for? How can you tell or show that story in a powerful way?

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Other First Steps:

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