



Campaign Planning Worksheet One: Choosing a Campaign

What is a campaign? A “campaign” is a term commonly used in community organizing, to talk about the strategy and steps we take to reach a specific desired goal.

There is a difference between talking about the problems in your community that you want resolved, and choosing a specific campaign to work on. One campaign alone may not address all of your community’s problems, but it should address at least one, and it should help you build the power of your community so you can win additional campaigns in the future.

How to identify a campaign

List Issues: Start by doing a brain dump session with other leaders in your community. Below, list all of your concerns about your community. This can include things you’d like to change, or things you’d like to protect and strengthen.

Prioritize Issues: Now, looking over this list, which of these issues is of the greatest immediate concern to you and your neighbors. What are people most passionate about? One way to think about this is to ask yourself, if you held a community meeting tomorrow, which of the above issues would be the one that keeps being brought up over and over again at your meeting? Write it below.

Clearly Define Your Goal: Looking at this specific issue that you’ve identified as most pressing in this moment, write out what your goal is.

Create a Campaign Plan: The rest of this workshop will talk about how to create a campaign plan that will help you achieve the goal you’ve identified. Once you’ve started your campaign its helpful to come back to this sheet now and then to remind yourself and your team what you’re trying to accomplish and why it’s important.