

Campaign Name:

Issue Description:.....

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Define Advocacy Goal

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.....
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Frame Campaign Story

Message Development

Value:
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Problem:
.....
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Solution:
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.....

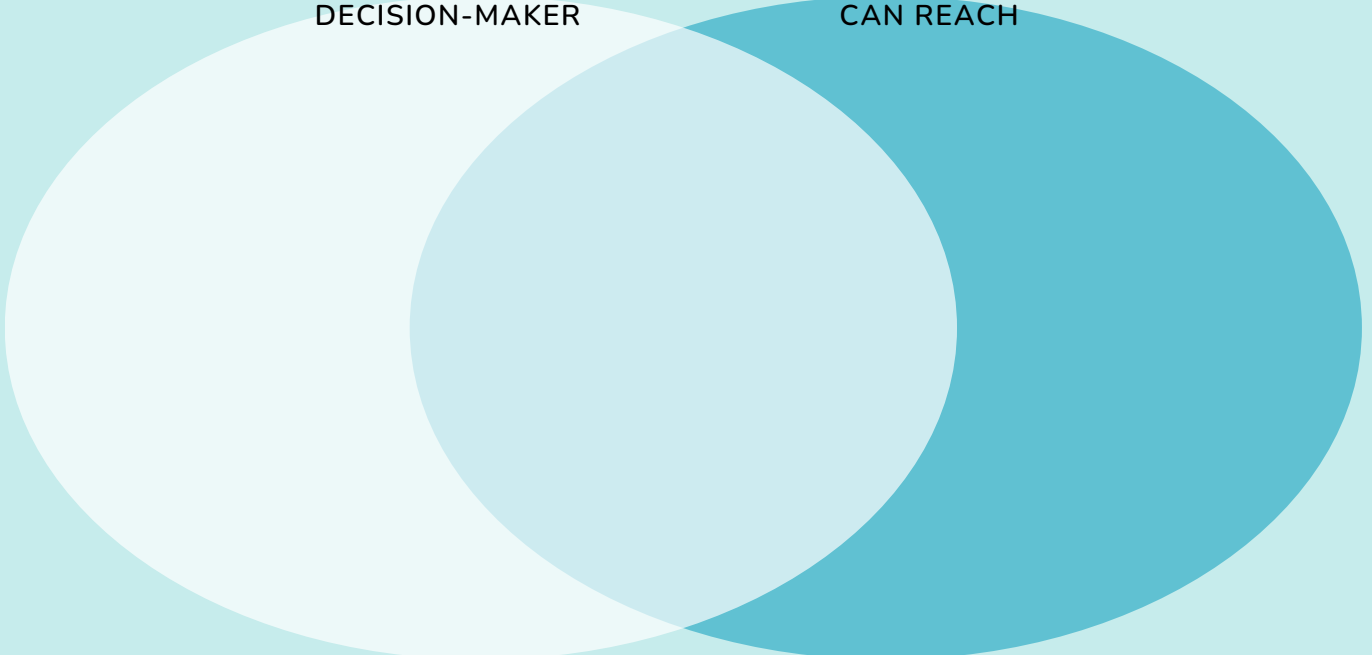
Action:
.....
.....

Characters	Imagery
Hero(es):	
Villain(s):	
Audience(s) role:	

Establish the Audience

INFLUENCE WITH
DECISION-MAKER

AUDIENCE YOU
CAN REACH



	Decision-maker(s):	Audience 1:	Audience 2:
Target Audience:			
Tailored message:			
Call to action:			
Messenger:			
Channel(s):			

Choose Communications Tactics

Pick 3!

Advocacy requires strategic actions to drive meaningful change. Here's a (non-exhaustive) checklist of concrete communications tactics you can use to amplify your message and engage segments of your audience. Choose up to three that best align with your campaign goal, target audience, and communications channels to start building momentum:

Digital Campaigns

- Targeted social media content that drives your online audience to take a specific action (eg. sign a petition, call your representative)
- Meta ads
- Social media days of action

IRL Grassroots Mobilization

- Phonebank or letter writing events
- Petition drives at community events or canvassing
- Community town halls or awareness events

Media Outreach

- Draft and release a press release or hold a press event
- Letter to the Editor (LTE) drives
- Submit op-eds to target newspapers

Partner Collaborations

- Create joint messaging with allied organizations
- Co-host a media or community event

Influencer Engagement

- Collaborate with influencers in your region to bring in their audiences
- Invite user generated content

Advocacy Days

- Organize a virtual or IRL lobby day on your campaign
- Invite community members to share their stories with decision-makers