

Campaign plan template

Campaign name _____

1 Objectives

Key objective What is the key objective for the campaign? Needs to be <i>widely held</i> (lots of people have experience), <i>deeply felt</i> (severe impact on those it affects) and <i>potentially winnable</i> .	Other objectives
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2 Targets

Key target Who is the gatekeeper for change? The person or group that can ultimately decide whether or not to allow the change.	Secondary targets
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3 Theory of change

Our theory of change is how we explain our campaign to new people. It explains the change we want to see, who can grant this change, and how we plan to influence them to do it.
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4 Allies and opponents

<p>Key allies These are the people we should devote time and resource in cultivating relationships with, as they have influence or capacity to help us to get what we want.</p>	<p>Other potential allies</p>
<p>Key opponents These are the main people who will actively try to stop us winning the change.</p>	<p>Other potential opponents</p>

5 Resources

Assets and capacity we have within the campaign.

6 Actions

Ideas to help us mobilise our constituents and build towards our objectives.