



## Mapping Your Campaign Strategy (in 20 Minutes or Less)

Trying to create change in your community can easily seem big or overwhelming if you're only looking at the big picture. The key is to learn to organize your desire for change into a specific and achievable strategy by identifying and defining the most important elements of it. The following worksheet will help you develop a broad strategy for creating healthy change in your community. Of course, creating real change will take longer and be more involved than this, but getting the major points down on paper will get you started.

### What's Your Issue?

Before you can create change, you need to define what it is that needs to be changed. It should be clear, concise, and reflect the change you want to achieve. It should be specific, but not overly complex.

**Good example:** *Poor recycling habits cost the town \$X per year in additional waste disposal fees and add X tons of trash to the landfill.*

**Bad example:** *We need to recycle more.*

**Define your issue:**

## What's Your Approach?

There are many ways to create change and many more types of change that can be enacted. Remember, you can do *anything*, but you can't do *everything*. Define how you want to approach your issue in terms of a broad overall strategy and who the audience is for that approach.

### Types of approaches:

- **Education/Awareness:** The goal is to inform people about the issue, providing them with a broader understanding of the problem and the need for change.  
*Example: We want to educate people about proper recycling habits.*
- **Influence Behavior:** The goal is to encourage people, institutions, or stakeholders to undertake voluntary changes that will positively impact your issue.  
*Example: We want people to sign up for recycling education workshops and thus become ambassadors for proper recycling in their neighborhoods.*
- **Influence Policy:** The goal is to get government, regulatory agencies, or other institutions to change policies or enact legislation that will positively impact your issue. Caution: this can easily cross the line into advocacy/lobbying.  
*Example: We want the town to create an official neighborhood recycling ambassador program.*

**Which approach(es) will you use?**

## Who's Your Audience?

Before you can create change, you need to define whom you're trying to educate or influence. This should be informed by both your issue and your approach. Depending on the change you hope to achieve, it may require communication to more than one audience. Here are some key examples of audiences:

- **General Public:** This includes any and everyone, whether they are stakeholders in your issue or not.
- **Stakeholders:** This is a bit more specific, but still very broad. It can include people and institutions who are either directly or indirectly connected to or affected by your issue.
- **Decision Makers:** These are the people who have direct control over something that affects your issue – whether it's policy, funding, etc. They may be elected officials, private companies, nonprofits, philanthropists, etc.
- **Media:** This includes newspapers, television or radio, bloggers, etc. – people or organizations with a public voice and an audience of their own.

**List the audience(s) you will target with your approach:**

## What's Your Objective?

Now that you know the issue, how you will approach the issue, and whom you are attempting to reach, it's time to narrow down your specific goal. This is what you will do to have a positive impact on your issue. It should include *what* you want to do, *who* you need to engage to do it, and *when* you want to achieve it.

**Good example:** *We want to partner with the town government to hold at least one recycling education workshop in each neighborhood before the end of the year.*

**Bad example:** *We'll get people to recycle more.*

**Define your objective:**

## What Are the Steps?

Once you have defined your objective, you need to establish the steps you need to take to achieve it. It should be broken down into 3-5 short-term action steps necessary to reach your objective. They should be specific enough to guide your actions, but not so fine-grained that you get bogged down in the details. Think about what success looks like and the essential elements that will contribute to that success.

**Examples:** *Step 1: Create partnership with town to encourage better recycling.*

*Step 2: Develop content for educational workshops.*

*Step 3: Spread the word about program and get people to sign up for workshops.*

**List your steps (use extra space on back if necessary):**

**1)**

**2)**

**3)**

## Who Are Your Partners/Allies?

No one creates real change alone. It takes a coalition of concerned citizens, engaged stakeholders, decision makers, members of the media, funders, experts, etc. You need to identify the partners and allies who can help you achieve your objective. Think in terms of broad categories: Who has the ability to help you achieve your objective? Who has the resources you need to achieve your objective? Who benefits if you achieve your objective? Who has the power to make decisions that impact your issue? Who can help draw attention to your issue? Also think about how or what they can contribute to your effort. Finally, think about how you contact or engage them. Use this and the following page to identify 5-10 potential partners or allies (use additional space on back if necessary):

**Potential partner/ally:**

**How/what they contribute:**

**How to contact or engage:**

**Potential partner/ally:**

**How/what they contribute:**

**How to contact or engage:**

**Potential partner/ally:**

**How/what they contribute:**

**How to contact or engage:**

## What Are Your Action Items?

You now have a broad outline of your campaign strategy. The next thing to do is take action! To effectively achieve your objective, you need to break your steps down into small, more specific, and highly manageable action items. This is where you can go into greater detail, and you may find that you have many action items. Try to keep the list manageable; don't overwhelm yourself out of the gate by trying to list everything you will need to do over the life of your campaign. Focus on the more immediate priorities, keeping in mind that you will need to add new items as previous ones are completed and new steps begin.

Each action item should also have a timeframe: how long you expect this step to take or a deadline for completing it. This will keep you on task and on schedule.

**Examples:** *Action Item: Contact mayor/town council about developing recycling education program. Time frame: By Friday*

*Action item: Identify potential location for workshop in each neighborhood. Time frame: 2-3 weeks*

Action Item	Time Frame
