

Campaign Planning

Identify an issue for your campaign:

Choose one issue that will become the focus for your campaign and use this worksheet to help your group with planning.

Identify the issue

What is the target behaviour/attitude you wish to change?

Who is the target audience?

What ideas do you have that might address this issue?

When/where does this issue occur?

What further support do you need?

What evidence can you gather for this campaign? (I.e. local news reports, photos, questionnaire results, videos. Bring these with you to the Secondary Summit)

