

Guide to a Successful Campaign

To advocate for solutions, we need organized plans. It starts with a clear understanding of the problem at hand and defined goals. Then, develop solutions with your stakeholders. Communicate, coordinate, and assign tasks to your supporters. Mark your progress and reflect at each stage.

This worksheet will guide you through the development of problem statements, goal statements, the strategy needed, tactics, and finally a timeline to victory.

Define what is important

Problem Statement

Define your problem, and why people should care about your problem, in 3 sentences or less.

Headline

Looking at your problem statement – what is your headline in 6(ish) words?

Long-term Goal

How will you know when you have won? When will you know your problem is solved?

Near-term Goals

This is where you have concrete goals and milestones to reach your long term objective.

By xx/20xx, we seek to:

Communications/Organizing Goals:

- Connect ## partners
- Reach out to ## priority communities

Advocacy Goals:

- Advocate for \$\$ monies for what
- Educate ### elected and appointed officials about what
- Secure ### letters/resolutions from targeted committees requesting what

About Science for Georgia

Science for Georgia is a 501c3 dedicated to bridging the gap between scientists and the public through training, outreach opportunities, and direct contact with the public, policymakers, and the press. Science for Georgia highlights how science can impact people's lives and advocates for the responsible use of science in public policy.

Please reach out with any questions or comments info@sci4ga.org

Successful Campaigns

STRATEGY

What's the big picture way we are going to work together to accomplish our goals.

Targets and Tactics

Who do we need to reach and how will we influence them?

Goals/Tactics	Targets	People Responsible	Deadline
Tactic #1	Targets		

Timeline

Major Milestones/ Campaign Activities	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sep	Oct	Nov	Dec



Campaign Roles and Responsibilities

Campaign Role	Responsibility	Name
Campaign Leadership	These are people who make final campaign decisions. They won't be part of every step of the planning process, but they need to weigh in periodically and make the tough calls.	
Co-Chairs	Mission control. Makes the meetings happen and provides decision points. Coordinates the committee.	
Input Givers & Hard Truth Squad	Everyone needs a devil's advocate, and in this case, you'll need people inside your organization or coalition whose opinions you can seek, but who understand that what you do with those opinions is up to you. They know that you value their ideas but recognize that their contributions are not the final word. Members of this squad don't have a horse in the race. They will be your unbiased sounding board—for your goal and your plan—and will tell you where the weaknesses are, what doesn't add up or what doesn't make sense.	
Buy-in Providers and Doers	These are your worker bees. They believe in your plan, and they're ready to throw their support behind you when you need it. They're also the people who will be in the trenches, making the campaign happen, so be sure to check in with them regularly. You need to know early on if a strategy or a decision needs to be reconsidered, either because it could negatively affect buy-in or because it may not advance the campaign.	
Doer: Technical Review/Input	Provides information and details on issue.	
Doer/Buy-In: Message spreader	Works with your members to spread the message.	
Doer: Legislation drafter	Works to draft legislation	
Doer: Content Development	Works with communications team or consultant to develop the communications/organizing plan	
Doer: Legislator research/target development	Works to research legislators and target development and plan for legislator	

