

# CAMPAIGN PLANNING TEMPLATE

<b>Our Issue</b> What is our deeply and widely felt issue? What is our demand to fix the problem?	<b>Targets</b> Who has the power to fix the problem?	<b>Tactics</b> What do we think will move our target? Which tactics fit this situation? What tactics do we start with? [warm] What tactics might we move to if necessary? [hot]

