



TOXICS ACTION CENTER

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Campaign Planning

Things to Know Before Developing a Campaign Plan:

1. The process(es) that could solve the problem- ex. Regulatory, corporate, legal, legislative, and the steps in those processes.
2. Extent and history of the problem.
3. Who you want in the room. Usually campaign planning is done with a core group, and not with VIP's, media or elected officials.
4. Information about probable targets.

Principles of Campaign Planning:

1. Set Achievable Goals

When setting achievable goals, differentiate your long-term goals—what you ultimately want to achieve—from your short-term goals—smaller steps along the way.

2. Secure The Support Of Your Community

Democracy still works—and when your community is on your side you are more likely to win. As you work to gain the support of the community, consider both quantity (demonstrating a large amount of public support) and quality (demonstrating the support of specific influential people in your community).

3. Build Your Group Along The Way

It will take an organized group to secure the support of your community. A sizable and powerful group will legitimize your issue and give you the resources to run your campaign. You need to use opportunities along the way to bring in new people. For example, hold open meetings, use sign in sheets at all your events, and make sure you personally invite new people to join. Your group should be stronger at the end of your campaign than it was when you started.

4. Escalate Your Campaign Over Time

Start your campaign with simple steps and build momentum with your group and the public over time.

5. Craft a Message Using the Four C's

In order to win your campaign, you will need to effectively tell your story in such a way that any reasonable person has only one choice—to side with you. Your story should have a **Concise, Compelling, and Consistent** message that **Controls** the issue.

6. Evaluate

Always take the time to step back and evaluate your campaign plan periodically. Are you still on the right track to achieve your goals? Do you need to switch targets or switch strategies for influencing your target?

Steps in Campaign Planning:

1. Brainstorm Goals
2. Outline Decision-Making Process (regulatory, corporate, legal, legislative)
3. Power-map Decision Maker & Influences
4. Outline Tactics
5. Develop a Plan/Timeline
6. Evaluate Your Campaign Plan