



Campaign Strategy Worksheet

CAMPAIGN GOAL:

**Is your campaign goal a S.M.A.R.T. goal??*

STRATEGY A:
Mobilize Student Power

STRATEGY B
*Organize Campus
Decision Makers*

STRATEGY C:
Build a Coalition

SPRING GOAL: where do you want your campaign to be by the END OF THE YEAR?

Tactic:

Tactic:

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Tactic:

MID YEAR GOAL: where do you want your campaign to be by WINTER BREAK?

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Tactic:

FALL GOAL: where do you want your campaign to be by FOOD DAY (Oct. 24)?

How can you use Food Day strategically? More info: <http://www.realfoodchallenge.org/foodday2013>

Tactic:

Tactic:

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Tactic:

Campaign Plan Checklist

- Are all your goals SMART Goals? Are all your Tactics SMART Tactics? Do your Tactics leave room for escalation?
SMART = Strategic, Measurable, Ambitious, Realistic, Time-bound
- Are each of your tactics designed to move your campaign forward, AND strengthen the leadership of your group?
- Are there ways to use spring break, winter break, or summer vacation strategically? What can you accomplish?