Goals	Organizational Considerations	Constituents, Allies, and Opponents	Targets	Tactics and Tasks
What are you trying to achieve in the long (2-3 years), mid (1-2 years), and short-term (<1 year)?	What current resources do you have? For example, materials, equipment, staff, expertise, reputation, media connections.  What can hinder your campaign organizationally? For example, there is no one doing this work, starting from ground zero.	Constituents: Who are the folks that are in your corner today? For example, youth coalition.  Allies: Who are the folks you want in your corner in the short-term? For example, school district staff  Opponents: Who are not in your corner and might never be? For example, smokers	Primary: Who are the decision makers? It is city council members? School board members? County board supervisors? List them.  Secondary: Who can deeply influence your primary targets? For example, commissioners from the parks and rec commission.	Tactics are actions that target your decision makers? For example, put together a townhall and invite them, attend city council meetings, give public comment, or have one-on-ones with decision makers.  Tasks are the steps needed to make the tactic happen. For example, email city council member asking for a meeting, develop an information packet.
Long-Term:	Current Resources:	Constituents:	Primary:	Tactic 1: Task 1: Task 2: Task 3:
Mid-Term:		Allies:	Secondary:	Tactic 2: Task 1: Task 2: Task 3:

Short-Term:	Any organizational challenges:	Opponents:	Tactic 3: Task 1: Task 2: Task 3: