

Green Corps

13 Steps to Campaign Planning

Special thanks to Cindy Kang, Green Corps

<i>Step</i>	<i>Definition</i>	<i>Example</i>
1. Issue¹	Area of Concern	Toxics
2. Problem	Specific problem within issue area	Toxic waste
3. Platform	The principles which embody the solutions you will seek to solve the problem	1. Clean up dumps 2. Make polluters pay 3. Stop future exposures
4. Program	The specific approach you will take to solving the problem, consistent with the platform	1. Identify the dumps 2. Tax polluters for waste 3. Reduce use of toxics
5. Policy Handle	The policies which embody the solution	Superfund Program - track waste produced, tax waste production, id worst sites, mandate a plan to clean up waste, impose fines for violations
6. Avenues of Influence	The way you will get your program in place 1. legislation 2. litigation 3. persuasion	Pass a law
7. Forum	The place where you can actually make the change (public/private sector & legisl/admin/judic)	The Wyoming State Legislature
8. Targeting	Choosing the specific people who can make this decision in the forum you have identified	- Majority of the state legislature - Governor
9. Power Mapping	Figuring out what will move the individual or institution to do whatever it is you want them to do	...

¹ This is the opposite of the Midwest Academy terminology; there "problem" is the larger area of concern, like toxics, and "issue" is the specific solution proposed, which you're fighting to implement.

10. Campaign Goal

The specific objective you plan to achieve in this particular campaign

Goal: To win support of the Governor for state superfund program

11. Strategy

The "approach" you are going to take - amalgamation of the issue, problem, etc. + message, key tactics

Strategy: To put pressure on the Gov. by having victims of dumps write personal letters to the Gov. while creating a climate of support among media for reform by releasing reports

12. Tactics

The specific activities you undertake within a campaign

- coalition building
- media
- fundraising
- research
- administration
- field
- materials

- Identify 10 victims
- Build relationships with 5 reporters
- Release 2 reports
- Track contacts on access
- Gather 2000 postcards
- Produce a fact sheet

13. Timeline

Your calendar for accomplishing your tactics.

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Worksheet for Green Corps

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10. Campaign Goal	

11. Strategy

12. Tactics

13. Timeline