Campaign Planner

Budget $__________

Your organization’s goals *(mission driven and results-oriented)*
1. __________________________________________________________________________
2. __________________________________________________________________________
3. __________________________________________________________________________

Campaign goals *(aligned with your organization’s goals)*
1. __________________________________________________________________________
2. __________________________________________________________________________
3. __________________________________________________________________________

Campaign objectives *(SMART: Specific, Measurable, Attainable, Realistic, Time Sensitive)*
1. __________________________________________________________________________
2. __________________________________________________________________________
3. __________________________________________________________________________

Strategic considerations *(your approach to drive your objectives)*
1. __________________________________________________________________________
2. __________________________________________________________________________
3. __________________________________________________________________________

<table>
<thead>
<tr>
<th>Key Audiences (Primary, secondary, other)</th>
<th>Core messages (What do they need to know and what do you want them to do?)</th>
<th>Tactics (Where and how can you engage most effectively?)</th>
<th>Measurement (What does success look like?)</th>
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