



# Campaign Strategy Worksheet

SCHOOL NAME \_\_\_\_\_ PROJECT NAME \_\_\_\_\_

CAMPAIGN SLOGAN \_\_\_\_\_

| MEDIUM        | WHERE? | WHEN? | WHY WILL WE USE IT? |
|---------------|--------|-------|---------------------|
| Flyers        |        |       |                     |
| Social Media  |        |       |                     |
| Announcements |        |       |                     |
| Videos        |        |       |                     |
| Tabling       |        |       |                     |
| Canvassing    |        |       |                     |

| ROLE                    | TEAM MEMBER(S) | ACTION ITEMS | COMPLETED BY |
|-------------------------|----------------|--------------|--------------|
| Campaign Manager        |                |              |              |
| Social Media Director   |                |              |              |
| Communications Director |                |              |              |
| Field Director          |                |              |              |
| Volunteer Coordinator   |                |              |              |