**Campaign**

**planner**

**Campaign name:**

**Campaign start date:**

**Campaign location:**

**Before your campaign begins**

**Campaign aim and purpose**What’s the need for the campaign, and what evidence do you   
have of how your issue is affecting people (like personal stories)?

What are you aiming to do/change and why?

**Key campaign messages**

Writing a few short bullet points on the issue and outcome you’d   
like to achieve can help you stay focused when writing and speaking   
to decision-makers, and the wider community.



**Campaign target**

Who makes decisions about this issue, and who else do you need   
to speak to? We can help you with this - please do [get in touch!](https://signup.mssociety.org.uk/page/66912/data/1)

**Activities**

What kind of campaign activities can you do to get support   
for the campaign and create change?



**Scope and timescales**

What geographical area does your campaign cover?

Are there any key dates to be aware of in terms of decision-making?

Is this a longer running campaign, or an issue that needs to be   
solved very quickly?

**During your campaign**

**Checking how it’s progressing**

What responses have you received from decision makers? If they weren’t warm to your campaign, do you need to contact different people?

Do you need to get more people involved or change your tactics in any way? **Please do** [**get in touch**](https://signup.mssociety.org.uk/page/66912/data/1) **if you’d like to talk this through with our team.**