

Advocacy Campaign Worksheet



ADVOCACY CAMPAIGN WORKSHEET


 What is the issue you want to address? _____

 What community does this impact? _____

 How do you want to address this issue? _____

 What media platforms will you use to raise awareness around your cause? In what ways? _____

 What popular culture character or story would you use to help promote awareness? In what ways?

 Who will be in your network of support? Friends, family, teachers? Name the key players and potential network builders who can help advocate for your cause. Be specific. _____

 What hashtag would you create for your campaign? Which existing hashtags would you use for your campaign?

 What is the timeline for your campaign? _____

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