

Worksheet: Overall strategy

Before trying to get media attention for the issue you are working on — or determining what your message is going to be — you and your coalition need to have clarity in your overall advocacy goals, as well as the steps you will take to achieve them. Answering the questions in this worksheet will help you identify what information you need to move forward and what immediate steps you need to take. Think of this sheet as your primary guiding tool: Your media strategy and message strategy should derive from your overall strategy, so all your actions are in alignment with your advocacy goals.

What is the issue that you want to see addressed?

What is the specific solution you want to advance to address that problem?

Who has the power to make that change (i.e., your target)?



What is the target's position on your policy goal?

What allies must be mobilized to apply the necessary pressure?

What advocacy actions will you take to reach or influence your target?
