

# Advocacy Campaign Worksheet

## ADVOCACY CAMPAIGN WORKSHEET

➤ What is the issue you want to address? \_\_\_\_\_

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➤ What community does this impact? \_\_\_\_\_

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➤ How do you want to address this issue? \_\_\_\_\_

\_\_\_\_\_

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

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

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➤ 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?

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➤ What is the timeline for your campaign? \_\_\_\_\_

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