

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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