Campaign Check-List

Category	Items
Planning	• Campaign Plan exists • Communications Plan exists • Power-Mapping for each target • Field Plan/Timeline exists & has been shared with team
Campaign Team	• Created a MOCHA to designate roles • Communications point person • Online/Social Media point person • Lobbying point person • Field Organizing point person • Determine note-taker for key meetings/calls • Reporting/data point person • Owner of campaign • Contact sheet for all participants in campaign • National/Regional staff identified/looped in appropriately
Internal Communications	• List-Serv • Regular internal/strategic calls with agenda, facilitator, notes • Regular field calls with agenda, facilitator, notes • Materials Hub for Team (Google Drive, DropBox, Sharepoint, Share Drive, BaseCamp, etc.) • Shared calendar (Outlook, Google Calendar, Sharepoint)
Reporting & Accountability	• Clear system for tracking deliverables (QuickBase, Google Drive) • Individual accountability mechanism (Check-In calls, Field call) • Tracking campaign-level data • Debrief scheduled after key tactics
Rapid Response	• Rapid Response team identified ahead of time • Rapid Response plan/strategy on paper (Sample Rapid Response)

Field	• Organizers on campaign have been briefed on the issue
	• Organizers received orientation/training
	• Materials needed for field are identified and assigned:
	    ◦ Talking Points
	    ◦ Fact-Sheet
	    ◦ Post-Card or Petition
	    ◦ Online Action Alert (Optional)
	    ◦ Blog (Optional)
	    ◦ Template Comms Materials (Optional)
	    ◦ Swag (Optional)
	    ◦ Report (Optional)
	    ◦ NWF website (Optional)