



NWF Campaign Planning Template

Campaign Goals:

- **Short Term Goal:**

Associated Strategies:

- **Medium Term Goal:**

Associated Strategies:

- **Long Term Goal:**

Associated Strategies:

- **Long-Term Organizational Outcome:**

Associated Strategies:



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Targets:

Invitation:



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Stakeholders:

Power-Map(s):



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Assets:

Challenges:



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Timeline of Tactics:



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Budget:

Communications Strategy:

Audience:

Readiness:

Core Concerns:

Theme:

Message:

Messengers: