

DEPARTMENT GOALS WORKSHEET

How will you communicate your environmental message across all campaign departments?

Department	Planning questions
Grassroots	<ol style="list-style-type: none"> 1. <i>How are you creating opportunities for staff and volunteers to tell personal stories about the environment on your campaign?</i> 2. <i>How are you incorporating your environmental message into your voter contact scripts (at the doors and on the phones)?</i>
Data	<ol style="list-style-type: none"> 1. <i>How are you keeping track of supporters and voters who care about environmental issues? How are they tagged?</i> 2. <i>How are you capturing and storing supporter stories for use throughout the campaign?</i>
Digital	<ol style="list-style-type: none"> 1. <i>What relevant influencers can you highlight in your digital campaigns?</i> 2. <i>How will you showcase their stories or interest in the environment in creative, visual ways?</i> 3. <i>How will you solicit supporter content through digital engagement?</i> 4. <i>What other visuals (photo, video, infographics) can you leverage through your digital communications?</i>
Fundraising	<ol style="list-style-type: none"> 1. <i>What environmental issues will you include in your grassroots fundraising efforts?</i> 2. <i>Are there local environmental champions who might support your campaign financially? How will you approach them?</i>

Political	<ol style="list-style-type: none">1. <i>Who are the key players on environmental issues in your area that might be willing to endorse your campaign?</i>2. <i>How will you incorporate stakeholder voices in your campaign? As surrogates? As organizing muscle? Other resources they might bring to the table?</i>
Earned Media	<ol style="list-style-type: none">1. <i>What are the earned media opportunities to demonstrate your support for local environmental issues? How might you turn your support into an event?</i>
Paid Media	<ol style="list-style-type: none">1. <i>How will you incorporate your environmental message in mail and TV, radio, and digital advertising?</i>