

CAMPAIGN ACADEMY

POLITICAL LANDSCAPE WORKSHEET

This document will help you identify local political assets that allow you to tailor campaign strategies and messages. Take some time filling out this worksheet, and be sure to ask trusted local contacts for insights.

» What are the key environmental issues in your area?

» What constituencies are particularly affected by the environmental issues in your area? Think broadly about impacts as you come up with this list.

- » Who are your natural allies (with regards to these environmental issues) in the region? List organizations and individuals. What do they care about?
 - Businesses (big and small) and their leaders
 - Community organizations and NGOs
 - Churches
 - Community leaders
 - Others



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- » Who will take an opposing position on these environmental issues, either publicly or behind the scenes? What are their interests?
 - Businesses (big and small) and their leaders
 - Community organizations and NGOs
 - Churches
 - Community leaders
 - Others

» What are the print, TV, and radio outlets for this region? Who regularly covers the key environmental issues in your area? What is their contact information?