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

<table>
<thead>
<tr>
<th>Department</th>
<th>Planning questions</th>
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| Grassroots | 1. *How are you creating opportunities for staff and volunteers to tell personal stories about the environment on your campaign?*  
2. *How are you incorporating your environmental message into your voter contact scripts (at the doors and on the phones)?* |
| Data       | 1. *How are you keeping track of supporters and voters who care about environmental issues? How are they tagged?*  
2. *How are you capturing and storing supporter stories for use throughout the campaign?* |
| Digital    | 1. *What relevant influencers can you highlight in your digital campaigns?*  
2. *How will you showcase their stories or interest in the environment in creative, visual ways?*  
3. *How will you solicit supporter content through digital engagement?*  
4. *What other visuals (photo, video, infographics) can you leverage through your digital communications?* |
| Fundraising| 1. *What environmental issues will you include in your grassroots fundraising efforts?*  
2. *Are there local environmental champions who might support your campaign financially? How will you approach them?* |
| Political                                      | 1. Who are the key players on environmental issues in your area that might be willing to endorse your campaign?  
2. How will you incorporate stakeholder voices in your campaign? As surrogates? As organizing muscle? Other resources they might bring to the table? |
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<tbody>
<tr>
<td>Earned Media</td>
<td>1. What are the earned media opportunities to demonstrate your support for local environmental issues? How might you turn your support into an event?</td>
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<tr>
<td>Paid Media</td>
<td>1. How will you incorporate your environmental message in mail and TV, radio, and digital advertising?</td>
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