

# Coalition Advocacy Plan Template

Module 3.12 - Your Capstone Campaign Blueprint

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## Section 1: Mission & Identity

Element	Your Plan
Advocacy Identity Statement:	
Coalition mission (one sentence):	
What we are NOT:	

## Section 2: The Landscape

Element	Your Analysis
Key allies (3-5):	
Key persuadables (5):	
Primary opposition:	
Decision-makers + staff:	

## Section 3: The Strategy

Element	Your Strategy
SMART Goal #1:	
SMART Goal #2:	
SMART Goal #3:	
Primary audience archetype:	
In-person channel:	
Media channel:	
Digital channel:	
Legislative channel:	

## Section 4: The Execution

Element	Your Plan
Month 1 Big Rocks:	

Month 2 Big Rocks:	
Month 3 Big Rocks:	
Coalition roles assigned:	
Key resources needed:	

## Section 5: Resilience + Section 6: Metrics

Element	Your Plan
Top 3 obstacles + contingencies:	
Pivot points (Day 30/60/75):	
Team morale protocol:	
Impact metric #1:	
Impact metric #2:	
Definition of success at 90 days:	