



# CAMPAIGN MOBILIZATION CHECKLIST

**\* What is our deeply and widely felt issue?**

**\* What is our "message" about this issue that will unite our co-workers?**

**\* Who are we trying to influence/change/convince?**

**\* What do we think/know will move them?**

**\* What will we consider a victory/what is our goal?**

**\* How many people do we need? Who?**

**\* What tactics/actions fit this situation?**



**\* What tactics are people willing to do?**

**\* What tactics do we start with?**

**\* What tactics might we move to if necessary?**

**\* How will we keep people informed and involved?**

**\* How will we reassess as we go along?**

**\* What can management do to counter our campaign? How will we deal with that?**