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?