# Scope for Change campaign planning template

|  |
| --- |
| Campaign plan |
| Problem | *What’s the issue?* |
| Solution | *What do you want to change?* |
| Audience | *Who can make the change? And who else can help?* |
| Messaging | *What are the key messages you want to get across?* |
| Tactics | *How will you get your message heard?* |
| Activities and timeline | *What are you doing and when?* |
| Resources | *What help do you need to run your campaign?* |
| Evaluation | *How will you know if your campaign is a success?* |