# Scope for Change campaign planning template

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| 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?* |