

## Think Strategically

Your messaging should be directly tied to what your campaign is trying to accomplish. It's important to start with an understanding of your strategic vision so you can develop messages that clearly communicate it. You may already have the following points identified, but it is a helpful exercise, and crucial in developing messages, to get them down on paper.

Use the worksheet below to help you think through your vision.

**Vision.** What is the change you're trying to make? Think big! Put another way, what does the world look like when you have nothing left to advocate for?

**Goal.** What is a clear change that you want to accomplish to make progress toward your vision?

**Milestones.** What needs to change (or be set into motion) to accomplish your goal?

*Note: There are likely more than one of these. Think about whether you need a policy to change, to change how a policy is implemented or to change behavior.*