

CAMPAIGN PLANNING TOOLS

Campaign Planning, Management, and Budgeting

- [Campaign Planning Template](#)
- [Coalition Asset Inventory Coalition Building - Full Coalition](#)
- [Coalition Asset Inventory Coalition Building - Individual Organization](#)
- [Campaign Budgeting 101](#)
- [Coalition Operating Guidelines](#)
- [Give and Get](#)
- [Pathways of Influence Worksheet](#)
- [Researching Roots of Community Equity and Health](#)
- [Sample Budget Template for Statewide Legislative Campaign](#)
- [Sample Campaign Manager Job Description](#)
- [Tips for Community Conversations and Organizer Checklist](#)
- [Personal Relationship Profile Worksheet](#)

Coalition Building Maintenance

- [Coalition Asset Inventory Coalition Building - Full Coalition](#)
- [Coalition Asset Inventory Coalition Building - Individual Organization](#)
- [Coalition Mapping Worksheet Coalition Building](#)
- [Organizer's Checklist for Effective Coalition Meetings](#)

Decision-Maker Advocacy & Lobbying

- [Key Decision-Maker Worksheet](#)
- [Researching Roots of Community Equity and Health](#)
- [Pathways of Influence Worksheet](#)
- [Tips for Testifying at Public Hearings](#)
- [Tips for Meeting with Lawmakers](#)
- [Decision-Maker Meeting Feedback Form](#)

Fundraising & Development

- [Fundraising 101](#)
- [Fundraising with an Equity Lens](#)
- [Building Relationships with Funders](#)
- [Fundraising Landscape Analysis Template](#)
- [Potential Donors Worksheet](#)

Grassroots & Key Contacts

- [Personal Relationship Profile](#)
- [Developing Your Persuasive Message - The 27-9-3](#)
- [Telling Your Personal Story](#)

Research and Data Collection

- [Questions to Help You Research the Policy-Making Process](#)
- [Researching Roots of Community Equity and Health](#)
- [Developing a Youth Survey](#)
- [Answering the Three Key Questions for Advocacy Campaigns](#)
- [Choosing an Advocacy Campaign Goal](#)

Media Advocacy and Communications

- [Developing Media Worthy Stories](#)
- [Media Advocacy Planning Tool](#)
- [Tips for Contacting the Media](#)
- [Tips for Editorial Board Meetings](#)
- [Tips for Interview Do's and Don'ts](#)
- [Tips for Writing a Press Release](#)
- [Tips for Writing Letters to the Editor](#)