



## GTMD201: Campaign Planning Workshop

### Developing Your Story

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What is your specific, urgent campaign objective?

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2

What is the challenge, obstacle, or problem that your campaign takes on?

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3

What is the solution, action, or result that your campaign offers?

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4

Whose support are you working to earn and what do they value most?

Audience

What emotion or frame will move them to action?


5

Whose voice is most meaningful?

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6

What role does this audience play in making Step 3 a reality? What primary action are they asked to take?

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Draft your compelling campaign concept for each audience.

- Keep it brief. A few sentences are all you need.
- Clearly define the challenge that requires action from a donor.

*Every day, dozens of Anycity kids start their school day without a meal, jeopardizing not only their health but their ability to learn. To make matters worse, students like Aaron are bullied for eating a free breakfast at school.*

- State the solution offered by the campaign, powered by the donor.

*That's where Acme Community Nutrition volunteers come in. Every day, they leave backpacks in the lockers of Anycity Middle School students in need, providing healthy breakfast food for the next day.*

- Identify the storyteller with a compelling story.

*"As Aaron's homeroom teacher, I wish you could see that grateful twinkle I see in his eye when he gets his backpack at the end of the day."*

- Offer a primary call to action.

*By making your first gift of \$50 today you'll help to reduce bullying and close the achievement gap in Anycity. And thanks to a special 16-day matching gift from Aardvark Insurance on Avon Avenue, your gift will go twice as far and provide an additional five weeks of breakfast to young scholars like Aaron.*


