

CAMPAIGN PLAN OUTLINE

Objective, goal

- Background (analysis) description of unit, workers, employer, services provided, workers' issues.
- Strengths
- Challenges
- Methods to reach objective
- Research needed.
- Resources, staffing

Timeline grid, including all elements

- Field, worker piece, including actions, activities, benchmarks
- Member involvement
- Message, literature plan
- Political / community
- Research timeline
- Legal