



# **“Nine Questions”**

## **A Strategy Planning Worksheet for Advocacy Campaigns**

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### **1. What do we want? (1 MAIN GOAL / 2-3 OBJECTIVES)**

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### **2. Who can give it to us? (TARGETS)**

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### **3. What do they need to hear? (KEY 1 MINUTE MESSAGE & 2-4 TALKING POINTS)**

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### **4. Who do they need to hear it from? (MESSENGERS)**

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**5. How can we get them to hear it? (DELIVERY)**

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**6. What do we have? (RESOURCES)**

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**7. What do we need to develop? What don't we know yet? (GAPS)**

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**8. How do we begin? (FIRST STEPS)**

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**9. How do we tell if it's working? What will we have accomplished? (EVALUATION)**

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