

## Power Prism® Campaign Planning Template

*This tool will help you focus your campaign time and resources on activities with the greatest potential to persuade and influence key decision-makers.  
It's a great way to form powerful advocacy habits.*

1. <b>What do you want?</b> What is the specific policy or systems change you are seeking through legislation/regulation?
2. <b>Why do you want it?</b> What data illustrate the problem (your body confidence campaign issue) and defend your solution (your long-term objective)?
3. <b>Who has the power to give it to you?</b> Remember to be specific and name individuals, not decision-making bodies.
4. <b>Who is your opposition?</b> Who loses – <i>or perceives they lose</i> – if you win?

<b>5. What are the processes and timelines for influencing decision-makers?</b>	
<p><b>Look back at your response to Question #3 and for each of the power tool tactic areas, generate some ideas about how you might influence or pressure the decision-maker target to support your campaign goal.</b></p> <p><b>If you don't have enough information to explain why you are prioritizing certain tactics, you may need to do some more "pathways of influence" research to better understand what motivates your key decision-makers</b></p>	
<b>Research and Data Collection tactics:</b>	<b>Why do you think each of these tactics might influence a key decision-maker?</b>
<b>Coalition Building and Maintenance tactics:</b>	<b>Why do you think each of these tactics might influence a key decision-maker?</b>
<b>Fundraising and Development tactics</b>	<b>Why do you think each of these tactics might influence a key decision-maker?</b>

Grassroots and Key Contacts tactics	Why do you think each of these tactics might influence a key decision-maker?
Media Advocacy tactics	Why do you think each of these tactics might influence a key decision-maker?
Decision-Maker Advocacy tactics	Why do you think each of these tactics might influence a key decision-maker?