

**Campaign Request for Proposal**

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| Client: | Budget: |
| Central Campaign Issue: | Position: Support / Oppose |
| Campaign Goals: | Target Number(s): |
| Potential Audiences: | |
| Rationale: | |
| Potential Messages: | |
| Rationale: | |
| Feedback: | |



**Target Audiences**

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| Target Audience 1: |
| Rationale: |
| Location in State: |
| Target Audience 2: |
| Rationale: |
| Location in State: |
| Target Audience 3: |
| Rationale: |
| Location in State: |
| Feedback: |



**Issue Research and Media Audit**

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| Issue Research  Evidence your audience might find compelling | Media Audit  Strategies/messages geared toward your audience |
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**Strategy and Message Design**

Using the evidence collected from your team’s Issue Research and Media Audit to collaboratively determine your campaign strategy, message tone, and message or tagline. Include evidence and rationales to present to your colleagues.

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| Campaign Strategy(ies): |
| Rationale: |
| Feedback: |

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| Message Tone: |
| Rationale: |
| Feedback: |

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| Message/Tagline: |
| Rationale: |
| Feedback: |