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**CAMPAIGN CHECKLIST**

1. **Write the names of your potential campaigns in the**

**How well does your campaign fulfill each criteria?**

0 = not at all 1= low

2 = moderate 3= high

**numbered boxes at the top of each column.**

1. **Score each potential campaign based on the assessment**

**criterion.**

**3) Add the total number of points for each column.**

|  |  |  |  |
| --- | --- | --- | --- |
| **Potential campaigns>>**  *Write the names of your campaign ideas* | **A.** | **B.** | **C.** |
| 1. Aligns with successful model campaigns |  |  |  |
| 2. Has reasonable prospects for success |  |  |  |
| 3. Results in definite, quantifiable improvement in the community |  |  |  |
| 4. Sets long-term improvements in citizen participation in urban planning and/or biking environment |  |  |  |
| 5. Engages “key players” |  |  |  |
| 6. Fits your organization’s mission, culture and resources |  |  |  |
| 7. Involves current members/stakeholders/citizens in a meaningful way |  |  |  |
| 8. Attracts new members/stakeholders/citizens |  |  |  |
| 9. Inspires passion among at least a portion of your constituency |  |  |  |
| 10. Builds your organization’s political power/influence |  |  |  |
| 11. Leverages positive media and promotion of your organization |  |  |  |
| 12. Has strong income potential (*if relevant*) |  |  |  |
| **Total score:**  (Max: 36 points) |  |  |  |

***The total number isn’t everything, some criteria may be more relevant/important to your organization than others. But large differences in totals is a good indicator of a campaigns chances of success.***

Adapted from the *Alliance for Biking & Walking Campaign Planning Workbook*