

Member Engagement Campaign Planning Template

1. The campaign will be focused on (issues, activities or actions):

2. We will have one-on-one conversations with ____ % of our total membership.

3. We will target subgroups of our membership in the following order of priority:

A. _____

B. _____

C. _____

D. _____

E. _____

4. We will have these conversations by the following means (methods of contact and by whom):

A. _____

B. _____

C. _____

D. _____

E. _____

5. We will conduct this campaign between _____ and _____.

6. The action(s) we will be asking members to take are:

- A. _____
- B. _____
- C. _____
- D. _____
- E. _____

7. Members will be assessed on four-point scale based on their behavior in response the “asks” of the campaign. Our scale will be more specifically defined as

- “1” (leader or activist) will be someone who_____.
- “2” (supportive, but not active) will be someone who_____.
- “3” (disinterested or on the fence) will be someone who_____.
- “4” (anti union) will be someone who_____.

8. The theme or slogan of the campaign will be:

_____.

9. The material supports we will need to conduct the campaign are:

10. The actions we will take to recruit, train, support and celebrate the activists in this campaign will be:

11. The first five things we will do upon returning home to put this plan in motion will be:

- A. _____
- B. _____
- C. _____
- D. _____
- E. _____

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