**Campaign overview**

By the end of the planning process, you should be able to complete this campaign overview document. As a group you might be working through this process with a few ideas or have a couple of campaigns running alongside each other which is why there’s space for 2 different campaigns.

It can be helpful to have this overview to keep you focused on what you’re working towards. It can also be a helpful way to introduce new people to the campaign, who might be joining or partnering with your group, or joining just for the specific campaign.

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| Campaign | Idea 1 | Idea 2 |
| Goal |  |  |
| Target |  |  |
| Their motivations |  |  |
| Our resources |  |  |
| Tactics we will use |  |  |
| How to achieve change |  |  |
| Notes on the timings/timeline |  |  |