

Avalon Consulting Group

KEY ELEMENTS FOR A SUCCESSFUL CAMPAIGN



Identify the Problem or Opportunity

Pinpoint a specific problem or opportunity that needs a response.



Identify a Deadline/ Be Urgent

Provide a date or deadline with a reason why immediate response is needed.



Identify the Enemy and/or Battle

Name the opposition, or villain who is part of the problem and/or is blocking the solution, and describe what the battle will look like.



Identify the Legislative Solution

Define the key legislative/legal elements of the campaign.



Identify the Media Solution

Clearly outline how the media will help spread the word about the issue and inform constituencies about the battle. Define other communications channels like ad, email, or call-in campaigns.



Illustrate with a Story

Tell a story that tugs on the heart strings, evokes anger, guilt, or hits home to the donor/constituent and their family.



Define the Grassroots Solution

Tangibly outline how the donor or constituent is part of the solution through advocacy and support. Provide specific information about how to fix the problem or take advantage of this opportunity.



Define the Case for Support

Be specific about why you need money to execute this campaign.

