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Campaign Worksheet

Instructions: feel free to fill in the spaces below to prepare a draft of your   
campaign content before using the campaign creation tools at AlignAct.com.

Campaign Title

(example: Let’s End Government Waste!)

[fill in]

Campaign Subtitle

(example: Tell Congress to Do Better for America’s Taxpayers!)

[fill in]

Organizer Name

(example: Americans for Better Government)

[fill in]

Organizer Logo

(load the logo of your group in the space provided)

Description

(explain what this campaign is about and why it’s important, and urge advocates to take 60 seconds to make their voices heard)

[fill in]

Campaign Category

(select your campaign’s primary category, subcategories, and location)

Direct tools

(select your targets: government, corporate, academic, or other – feel free to load anyone who you want to receive your campaign’s message by using the Add+ and CSV tools, including our preformatted CSV template which can be accessed [here](https://alignact.com/modules/custom/freeroots_custom/assets/policymaker/policymaker_template.csv).)

Advocacy Action tools

(select how you want your message to be delivered: email, petition, tweet, post, gab, and call)

Email Topic

(select the topic that most closely matches the focus of your campaign)

Email Subject

(example: Take action NOW to stop government waste!)

[fill in]

Email Content

(type the email message you want advocates to send to your campaign’s targets via email)

[fill in]

Email Introduction

(example: With a single click, you can tell Congress to end government waste!)

[fill in]

Petition

(type the petition message you want advocates to sign onto)

[fill in]

Tweet

(type the email message you want advocates to send to your campaign’s targets via Twitter)

[fill in]

Facebook

(type the message you want advocates to post on Facebook to spread the word)

[fill in]

Gab

(type the message you want advocates to post on Gab to spread the word)

[fill in]

Call Script

(type what you want advocates to say when they call your campaign’s targets)

[fill in]

Main Image

(upload an image for your campaign – be sure it’s one you own or that is rights-free )

Quote

(if you wish to feature a topical quote, enter it and the source info in the space provided)

[fill in]

Gather Phone Numbers

(example: Enter your cell phone number and we'll send you updates via SMS.)

[fill in]

Social Media Share

(choose the tools you would like advocates to use to share your campaign via social media)

Campaign Link (URL)

(example: https://alignact.com/go/end-government-waste)

[fill in]