



## 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](http://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](#).)

## 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]