



Our League Action Plan

1. What is the issue?
2. What League positions apply to the issue (national, state, local)?
3. What is our message? Be succinct – three or four short sentences.
4. What are our talking points? Three or four points that make our case.
5. What is our opponents' message? What are their most persuasive points?
6. Who is our audience? This should be more specific than “the general public”.
7. How do we present our message to each audience?
8. What types of media will we use? How? Who will do the work?
 - Website(s)
 - Press
 - Blogs
 - TV/radio
 - Social media

Note: League members are good at writing letters to the editor, op-eds, and just generally talking about an issue.
9. Which League members will work on the campaign?
10. Who are potential partners in a coalition? Who has contacts in the organizations?
11. If we take on the issue by ourselves, what internal resources will we need to mobilize?