

# //////CAMPAIGN PLANNER

<b>OVERVIEW</b>	What is the spike idea, summarised in one sentence?
<b>OBJECTIVE</b>	What is the key objective for this activity? How does it connect to your bigger goals?
<b>AUDIENCE</b>	Who is the audience(s) specifically?
<b>THINK FEEL DO</b>	What is the reaction and action you desire from them for this campaign?
<b>MESSAGES</b>	What are the three key messages?
<b>CHANNELS &amp; ACTIVITIES</b>	How are you going to be communicating and in what channels? Which partners / stakeholders are involved? What other activities are involved?
<b>TIMING &amp; RESOURCES</b>	When will this take place? What resources / materials are needed? What help do you need?
<b>EVALUATION</b>	How will you measure success?