

Planning Sheet for Developing a “Get Out the Vote” Campaign

Target Group:

Title:

Slogan:

Colors:

Imagery:

Explain your rationale for how your chosen branding (i.e. title, slogan, colors, imagery) fit your target group:

Objectives (minimum of 2):

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Main Tactics (identify 3). Identify whether they are moderate or radical tactics.

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Explain how these tactics will meet your objectives:

Which tactic do you think will be the most effective? Why?

Provide a sketch of a plan or mock-up of one chosen tactic.

