

# Campaign / Program / Project Planning

**The Issue:**

**The Planning Horizon:**

**Big Picture / Long Term Program or Campaign Outcome Goal:**

(Describe the change your organization has created through the campaign or program)

<b>Shorter-term Goals/Wins</b>	<b>Strategies to be used</b> <i>Identify major strategies</i>	<b>Major Activities</b> <i>Put these activities under each major strategy and shorter-term goals</i>	<b>Timeline</b> <i>When will each activity start – complete date</i>	<b>Financial Resources Needed</b> <i>What is the \$\$?</i>	<b>Human Resources</b> <i>Who will do this, what are their roles</i>
<p><b>Target</b></p>					

# Campaign / Program / Project Planning

Shorter-term Goals/Wins	Strategies to be used	Major Activities	Timeline	Financial Resources Needed	Human Resources