**Campaign Set-up Guide -- TOP FIVES WORKSHEET**

*Additional information on page 2*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Target locations** |  |  |  |  |  |
| **Local problems** |  |  |  |  |  |
| **Local strengths** |  |  |  |  |  |
| **Projects / plans** |  |  |  |  |  |
| **Gov. allies** |  |  |  |  |  |
| **Top allies/support** |  |  |  |  |  |
| **Champion contacts** |  |  |  |  |  |
| **Media** |  |  |  |  |  |
| **Expertise/ usual activities** |  |  |  |  |  |
| **Hot button themes** |  |  |  |  |  |
| **Top measures needed** |  |  |  |  |  |
| **Favorite projects/ activities** |  |  |  |  |  |
| **New ped areas – candidates** |  |  |  |  |  |

By filling out this worksheet, you will get a handy overview of all of the most important issues, locations, strategic allies, and projects surrounding your campaign. Do this with your whole team, if possible. Once filled, you may want to print it out and stick it to the wall. You may also consult your answers from the Diagnostic Tool as you prepare this. For any further information, please consult the Campaign Set-up Guide.

***Explanation of Items:***

***Target locations:*** *specific neighborhoods, streets, intersections, etc. that you may want to target in your campaign*

***Local problems:*** *some of the main difficulties facing your city (planning or mobility)*

***Local strengths:*** *some advantages of your city*

***Projects/plans:*** *any known relevant plans or projects by the city, in the coming years*

***Gov. allies:*** *key persons in government who are sympathetic to your cause*

***Top allies/support:*** *key organizations or helpful individuals in your campaign*

***Champion contacts:*** *well-known persons, celebrities, or other champions who could endorse your campaign*

***Media:*** *most important media channels*

***Expertise/usual activities:*** *what you and your group do best, or enjoy doing most*

***Hot button themes:*** *what relevant topics will naturally attract a lot of attention*

***Top measures needed:*** *the most urgent or pressing items your city should address*

***Favorite projects/activities:*** *referencing the Projects Catalogue, list your favorites*

***New ped areas – candidates:*** *what specific locations would be most suited for pedestrianization/carfree conversion*