

CREATIVE CAMPAIGN CHECKLIST

Campaign Component	Toolkit Chapter*
<input type="checkbox"/> Utopic Goal	Step 1: Set Goals + Objectives Page 16
<input type="checkbox"/> SMARTIE Objective(s)	Step 1: Set Goals + Objectives Page 22
<input type="checkbox"/> Primary Audience	Step 2: Find Audiences Page 30
<input type="checkbox"/> Think Feel Do	Step 2: Find Audiences Page 32
<input type="checkbox"/> Audience Personas	Step 2: Find Audiences Page 34
<input type="checkbox"/> Cost-Benefit Analysis	Step 2: Find Audiences Page 36
<input type="checkbox"/> Cultural Terrain Analysis	Step 2: Find Audiences Page 39
<input type="checkbox"/> At Least 10 Tactic Ideas	Step 3: Develop Terrific Tactics Page 44
<input type="checkbox"/> Selected Tactic(s)	Step 3: Develop Terrific Tactics Page 47
<input type="checkbox"/> Enhanced Tactic(s) that are more celebratory, hopeful, joyous, mysterious, whimsical, surprising, irresistible, spectacular, personal, risky, innovative, participatory, interactive...	Step 4: Level Up Your Civic Engagement Actions Page 52
<input type="checkbox"/> Prototyped Tactic(s)	Step 5: Take Action Page 64
<input type="checkbox"/> Evaluation Plan	Step 5: Take Action Page 66
<input type="checkbox"/> Assessment Methods	Step 5: Take Action Page 68
<input type="checkbox"/> Iteration and Plans for the Future	Step 5: Take Action Page 74
<input type="checkbox"/> Celebration and Continuation	Step 5: Take Action Page 75

*See [Unleashing Unstoppable Voters: A Creative Campaign Toolkit](#)

