

Campaign Planning Worksheet

HEALTHCARE-NOW!

Campaign Target (individual or organization to be moved in support or out of opposition)			
Rep. Ed Markey			
Desired Outcome (how do you measure whether the campaign has succeeded?)			
Co-sponsorship of HR676			
Escalating Tactics (tactics should escalate over time - applying more & more leverage to move the target)			
Tactic	Timeline	Leaders Organizing	Constituents/Allies
Petition from ~100 constituents	April 1 - May 11, 2009	Ben Day, Rand Wilson	Jobs with Justice, Mass-Care, IBEW 2222, IUE-CWA 201, Mass Senior Action, PNHP, Mass Nurses Ass'n, SEIU 509
Delegation visit to district office	May 22, 2009	" "	" "
Leafleting outside district offices, press release & press work	June 10, 2009	Medford office: Rand Wilson, Ben Day Framingham office: John Blanchard	" "
Door-to-door canvassing in district	July 2009	TBD	" "