

Wizard of Oz Campaign Strategy Worksheet



Goal: What is your ultimate destination or big-picture aim?

(*Wizard of Oz* Example: Getting home)



Objectives: What specific step gets you closer to your goal?

(*Wizard of Oz* Example: Meet the wizard)



Decisionmakers: Who has the power to decide or influence the outcome?

(*Wizard of Oz* Example: The Wizard)



Strategy: What is your broad plan for achieving your objective?

(*Wizard of Oz* Example: Follow the yellow brick road)


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 TOGETHER RISING AS AN
ENVIRONMENTAL COMMUNITY


Tactics: What concrete actions will you take?

(*Wizard of Oz* Example: Avoid the monkeys)



Coalition Building: Who are your allies, and what unique strengths do they bring?

(*Wizard of Oz* Example: Friends who bring unique gifts)



Opponents: Who or what are the forces working against you?

Sometimes you might be surprised!

(*Wizard of Oz* Example: We think of the Wicked Witch as the opponent, but Glinda the good witch was actually working against Dorothy)



Messaging: What core message will guide and inspire the journey?

Keep it simple, repeat it frequently, and make sure it speaks to your decision maker and those who influence that person

(*Wizard of Oz* Example: Follow the yellow brick road)



Evaluate, Pivot, Surf the backlash: Campaigning is not a straight line.

How will you track progress and adapt if needed? What backlash can you predict and plan for? How much time will you include in your workplans to respond to emergent opportunities and backlash? (Aim for 20%)

(*Wizard of Oz* Example: Pulling back the curtain)



Motivate & Resource: How will you sustain energy, resources, and commitment long term?

(*Wizard of Oz* Example: Dorothy's friends supported each other throughout the journey)