Online Advocacy: Preparing Your Call For Action Campaign

Strategy Chart

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| --- | --- | --- | --- | --- |
| GOALS | ASSOCIATION CONSIDERATIONS | CONSTITUENTS, ALLIES AND OPPONENTS | TARGETS | ENGAGEMENT TACTICS |
| ***What constitutes “victory”?***  ***Grassroots Goals***  ***(Immediate and Long Term)***  ***Lobbying Goals***  ***(Immediate and Long Term)*** | *What resources does your Association plan to use for this Call For Action campaign?* | *What constituents do you want to engage?*   * REALTORS® * Consumers   *Are there any other organizations contributing toward the Call For Action/Legislative Goal and are they activating their constituent networks of members/volunteers?*  *Who opposes the Association’s position on this legislation/Call For Action? Are they activating their constituent networks of members/volunteers? What is their primary message/talking points your Association is trying to nullify?* | *Who is the primary Legislative, Executive or Regulatory Target?*  *Are there any secondary targets?* | *For each target, list the tactics that you are using or hope to use with NAR resources to influence their position on legislation.* |