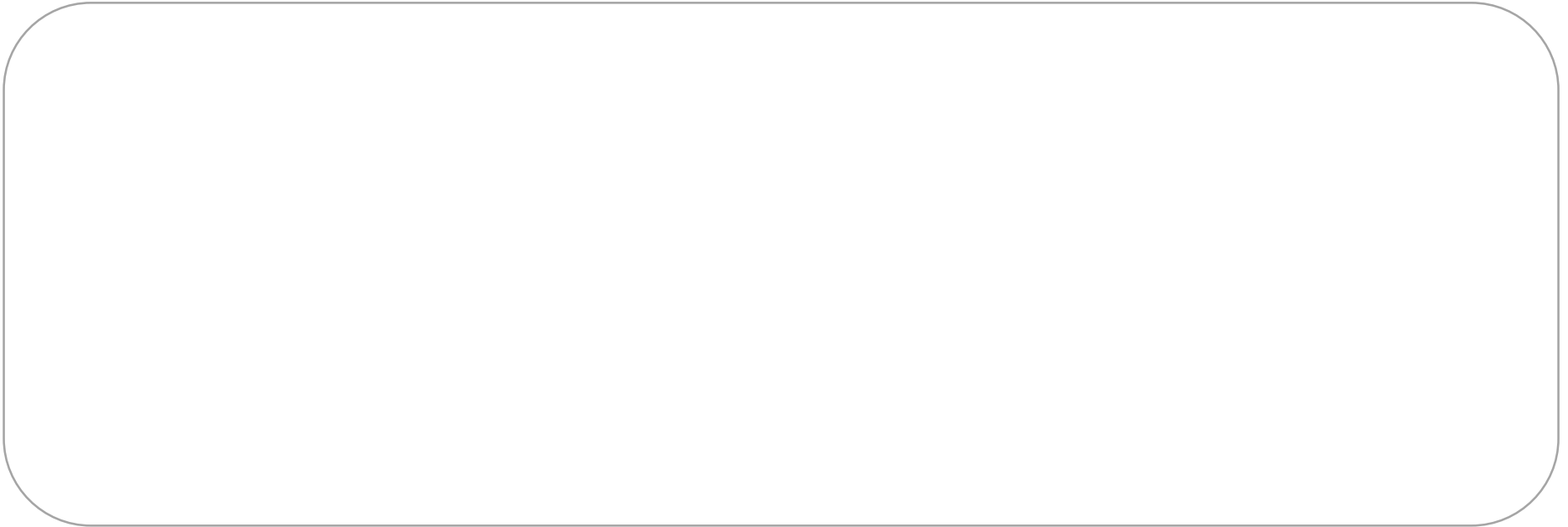


Step 0: Brainstorm what issue or problem about campus sustainability you plan to address:

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Step 1: Background, Purpose and Focus

Summarize key background information (e.g. what “problem” is driving your campaign development?):



What is your campaign purpose (i.e. the behavior you are intending to change)?

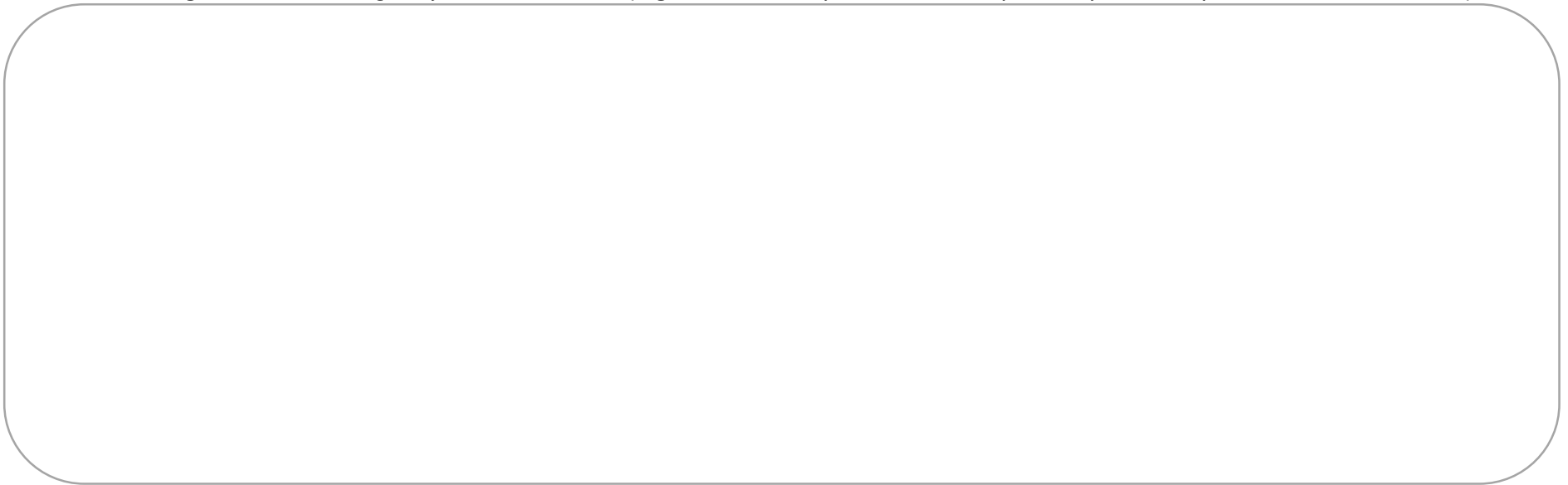


What is your campaign focus?

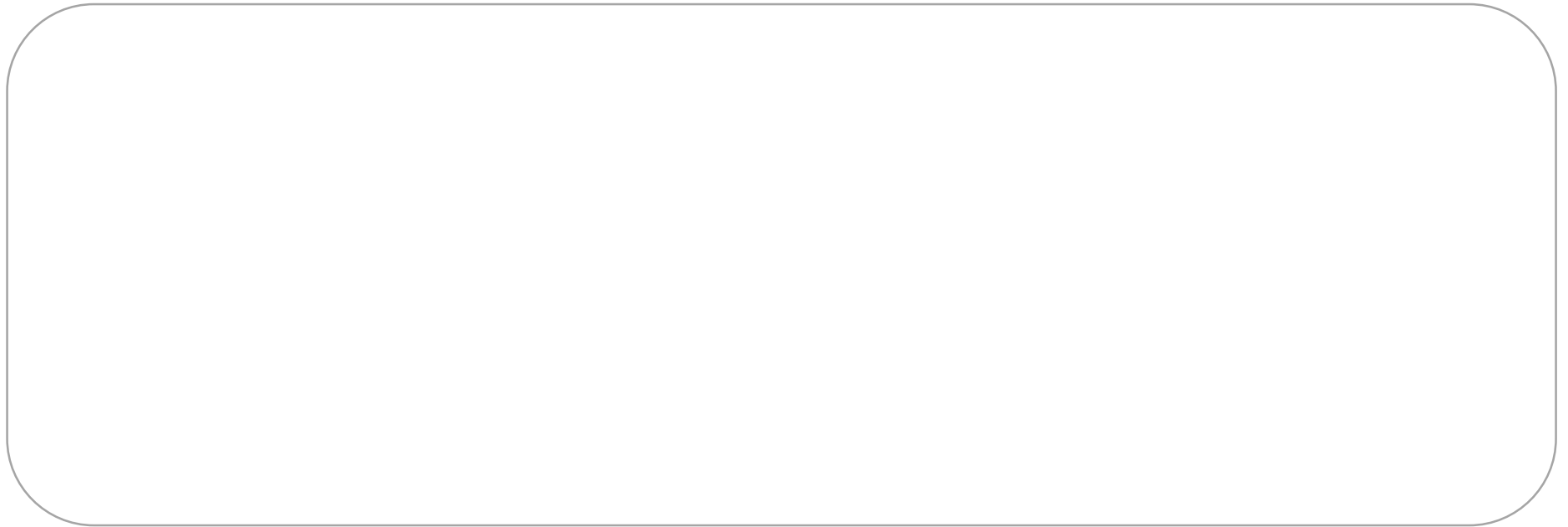


Step 2: Conduct a situational analysis

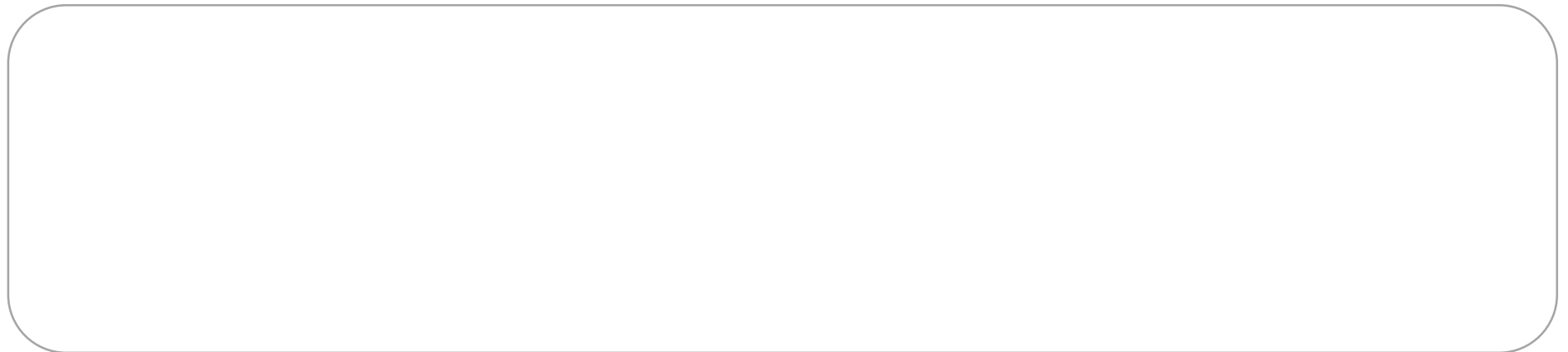
What are organizational *strengths* you can maximize (e.g. resources, expertise, internal publics, partnerships, distribution channels)?



What are organizational *weaknesses* you need to take into account (e.g. resources, expertise, internal publics, partnerships, distribution channels)?



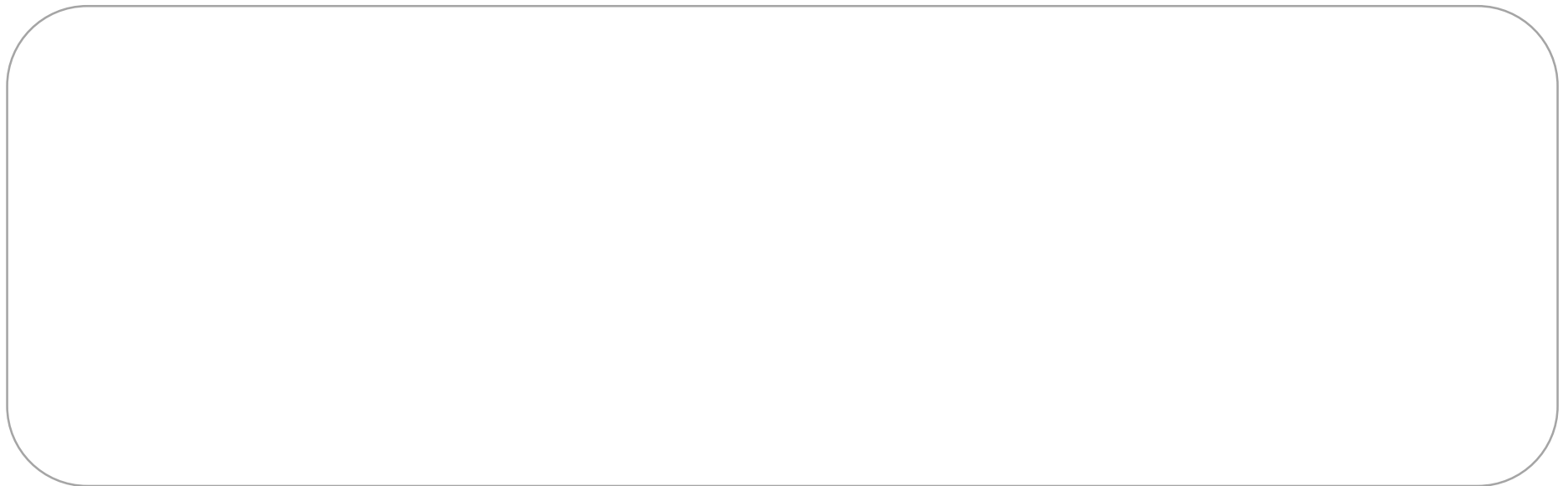
What *opportunities* can you take advantage of (e.g. internal and external publics, technologies, economic factors)?



What *threats* do you need to prepare for (e.g. internal and external publics, technologies, economic factors)?

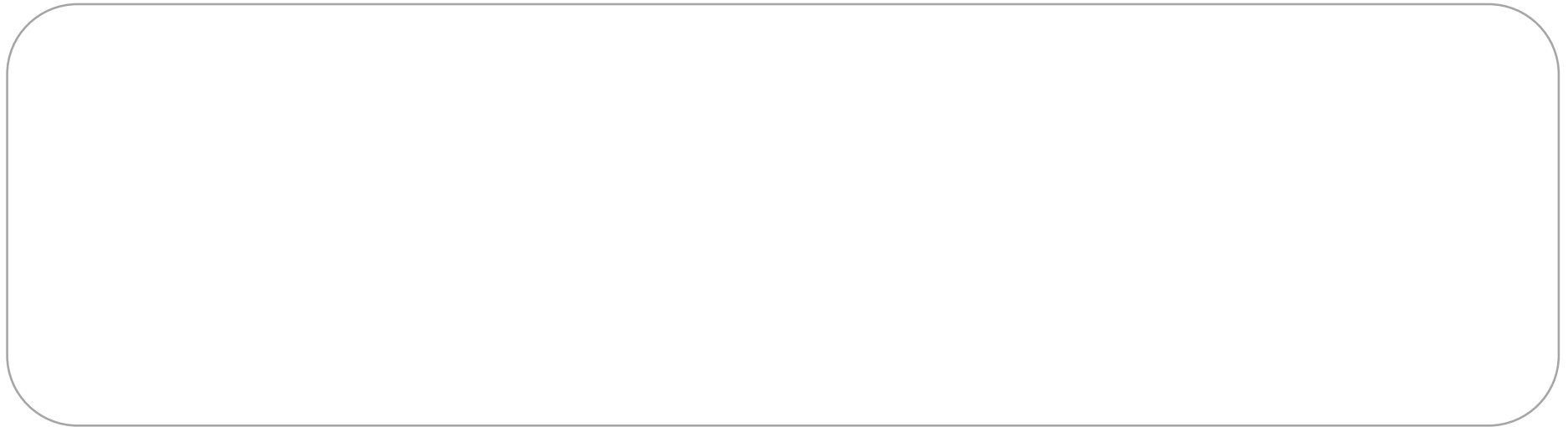


What similar efforts have been successful? Unsuccessful? What can you learn from them?

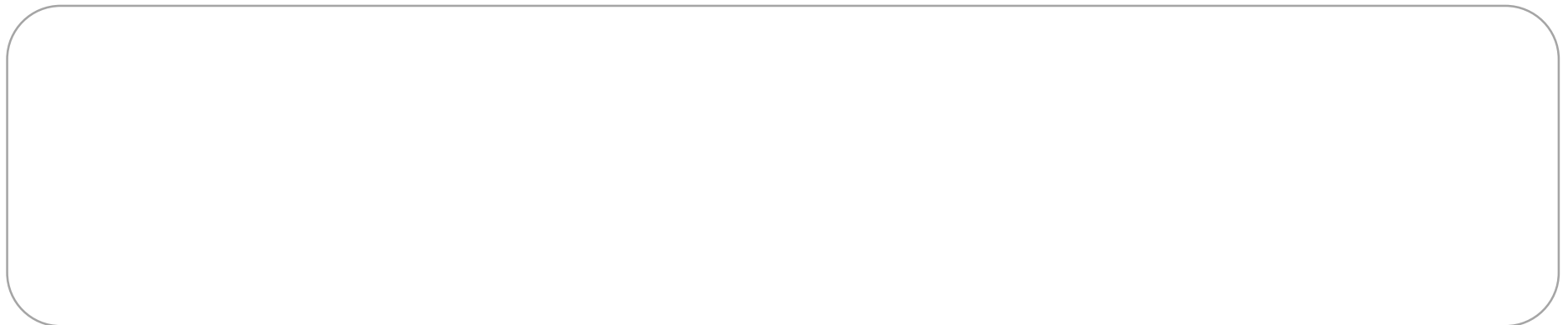


Step 3: Select Target Audiences

Describe your *primary target audiences* for your program/campaign (e.g. size, problem incidence, relevant factors such as demographics, behaviors, stages of change):



Describe any *secondary audiences* for your program/campaign (e.g. size, problem incidence, relevant factors such as demographics, behaviors, stages of change):



Step 4: Set Objectives and Target Goals

Behavioral objective:

Knowledge objective:

Belief objective:

What quantifiable, measureable goals are you targeting? State these in terms of *behavior change*.

Step 5: Identify target audience barriers, benefits, competition and influential others

Barriers to adopting the behavioral change goal (e.g. physical, psychological, skills, knowledge, awareness, attitudes):

- 1)
- 2)
- 3)
- 4)
- 5)

What benefits will motivate your target audience?

What are competing factors?

Who or where does your target audience look for influence (e.g. media, popular culture, social networks, friends, family, religion)?

Step 6: Develop a positioning statement

Write a statement similar to the following, fill in the blanks:

“We want [TARGET AUDIENCE] to see [DESIRED BEHAVIOR] as [SET OF BENEFITS] and as more important and beneficial than [COMPETITION].”

Step 7: Develop Marketing Strategies

Consider where and how you will encourage your target audiences to perform the desired behavior and when? What products might you need to design and distribute to support the campaign (e.g. re-useable water bottles)? What incentives could you provide?

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Step 8: Develop a plan for monitoring and evaluation

What is the purpose of the evaluation?

For whom is the evaluation being conducted?

How will you conduct the evaluation (e.g. research tools and methods)?

How much will evaluation cost?