



Brand Activism Campaign Planning Template

Campaign Name:

[Provide a concise and descriptive name for your campaign]

Cause:

[Describe the social, environmental, or political issue your campaign aims to address]

Brand Values Alignment:

[Explain how this cause aligns with your brand's core values and mission]

Research Findings:

[Summarize the key insights and data you've gathered about the issue, including its history, impact, and current relevance]

Partner Organizations:

[List any relevant organizations or nonprofits you plan to collaborate with for expertise, support, or amplification]

Key Message:

[Craft a clear and compelling message that communicates your brand's stance on the issue and encourages action]

Marketing Channels:



[List the platforms and channels you will use to disseminate your message, such as social media, email newsletters, press releases, etc.]

Audience Engagement Strategies:

[Detail how you will engage your audience, including interactive content, events, influencer partnerships, etc.]

Metrics for Success:

[Identify the key metrics you will use to measure the success of your campaign, such as social media engagement, website traffic, donations, policy changes, etc.]

Reflection and Adjustments:

[Outline how you will regularly evaluate the campaign's impact and make adjustments as needed based on feedback and data]