

BASE BUILDING PLAN WORKSHEET (PAGE 1)

STEP 1: ASSESS YOUR MEMBERSHIP

Where is your membership currently?

Demographics

Attendance

Numbers

Leadership

STEP 2: DEVELOP BASE BUILDING GOALS

What are your greatest needs for base building?

What are the target constituencies for upcoming base building efforts?

How many new members are you attempting to recruit?
How many new contacts do you need?

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STEP 3: DEVELOP YOUR OUTREACH MESSAGE & STRATEGY

How do you plan on reaching out to your target constituency and achieving your goal?	
How will you include the overall <u>campaign strategy</u> (issues, direct actions) in your outreach strategy?	
What message resonates with your target constituency?	
Based on that message – develop script and outreach materials that appeal to your target constituency?	

STEP 4: DEVELOP TACTICS & MATERIALS

What outreach tactics will reach your target constituency?	
What outreach materials will be effective?	

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STEP 6: EVALUATE

DAILY

Were your outreach goals met?

What adjustments or fine-tuning need to be made?

How many of the new contacts are "HI" priority leads for follow-up?

WEEKLY

Are you meeting your benchmarks towards your larger goal?

If not, what's keeping you from doing so?

Do you have a compelling issue?

Are you contacting sufficient numbers of people?

Are your organizers effective?