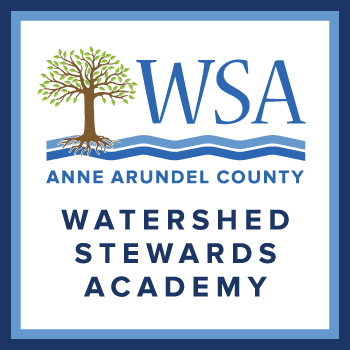
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**Campaign Builder Worksheet**

*\*Disclaimer: this worksheet was developed for community volunteers, and is not meant for professional level social science research.*

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| Campaign Leaders |  |
| Community |  |
| Part 1: Choose Your Habit | |
| |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Habit** | **Opportunity Score**  The higher the number = more people who have NOT adopted the habit | **Likelihood Score**  The higher the number = the more people who are likely to adopt the habit out of those who have not adopted the habit | **Impact Score**  \*In some cases impact data is available, but not in all cases. | **Product**  (Opportunity Score x Likelihood Score) | | Plant a Tree |  |  |  |  | | Plant (and care for) native plants/a conservation landscape |  |  |  |  | | Eat less meat |  |  |  |  | | Reduce use of plastic drink bottle/to go cup |  |  |  |  | | Reduce use of plastic grocery bag |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | | **Habit Choice** |  | **Habit Baseline (Opportunity Score Above)** |  | | |
| Part 2: Priority Audience | |
| Describe in as much detail as you can.   |  |  | | --- | --- | | How many adults in your community (that responded to the survey) have not adopted this habit? |  | | How many adults are live in your community? |  | | Goal: How many people in your community would you like to adopt this behavior that have not already done so? Articulate as clearly as you can what your goal for your Habits that Help Campaign is. (Ex. Our Goal is for 100 people (65 more people) in our congregation to report that they are eating meatless meals frequently or very frequently). |  |   Explore the demographics of the people who have not adopted your behavior.  What is the most prevalent age group?  What is the most prevalent gender?  If appropriate, what kind of housing do they live in?  What are their trusted information sources?  Define the group of people you would like to prioritize with your campaign.  What groups might be helpful in your campaign (choir, garden club, men’s prayer group)?  How can you best reach this group of people? | |

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| Part 3: Barriers and Benefits | |
| List each barrier identified in your survey. Add rows if needed. | |  |  | | --- | --- | | Barrier | Frequency (how many times this idea was mentioned in the survey) | |  |  | |  |  | |  |  | |  |  | |
| List each benefit identified in your survey. Add rows if needed. | |  |  | | --- | --- | | Benefit | Frequency (how many times this idea was mentioned in the survey) | |  |  | |  |  | |  |  | |  |  | |
| \*Optional: Convene a focus group of the people in your priority audience. Ask them about the help they need. Do any additional items come up? What is preventing them from adopting this habit? |  |
| Threshold Barrier(s): What is the most important thing that is preventing them from adopting your behavior? |  |

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| Part 4: Develop a Strategy | | | | |
| **Type of Help Needed** | **What product or service are you providing?** | **Will you use a social science tool?** (commitment, prompt, incentive, etc.) | **Message**  Key words, phrases, images to include in your tool to help carry your message. | **Distribution Method and Frequency** How will the audience receive your help? (mail, workshop, person to person visit), Who is the messenger (is there a trusted person who can help give your message importance)? How will you follow up? |
| Ex. Need help with ideas (reminder and recipes) for meatless meals that are healthy, easy and kid friendly. | An app that sends vegetarian recipes or meal tips, or a FB group where people post and share recipes. | The app might function as a prompt, the FB group might function as a prompt and also social diffusion. | Vegetarian meals are healthy and easy for your family | Explain how you will get people to subscribe to the FB group or app. How often will you try to recruit new members? Who will be the moderator? Who will post and how often? How long will your campaign run? |
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| Part 5: Evaluation |
| |  |  |  | | --- | --- | --- | | Field your survey again in the same way you measured your baseline. | Habit Baseline (from Part 1) |  | | Habit Evaluation Opportunity Score |  | | Note the Opportunity Score. Did you observe a change? |  | |   **Lessons Learned** What worked well? What did not work? What would you change for next time? What are your next steps in your congregation? |