Once you have your targets identified, it’s time to define the actions that need to happen to create change. This is called your critical path, which serves as the blueprint for your campaign.

Creating Your Campaign Blueprint

The blueprint you come up with should consist of a series of actions leading up to your ultimate goal. These actions may feature different targets in each stage as well as different tactics to engage each of the targets.

For a large campaign, some of these tactics may involve media events, public hearings, strikes, lawsuits, and elections. These tactics all serve to draw more attention to the issue and apply more pressure on your targets as you work up to your ultimate win.

But what if you don’t have the resources, for example, to host a media event or engage in a lawsuit? This is where we can build a movement based on people power.

Rally Starter lets you easily create different actions to change the balance of power:

- **Petitions**: Create a petition and gather signatures to show how many people support your cause.
- **Pledges**: Organize a movement and encourage people to pledge their support.
- **Boycotts**: Launch a boycott to urge companies to do the right thing.
- **Call Campaigns**: Rally people to call decision-makers and make a compelling ask.
Let's take a look at an example. Your goal is to bring a community park to your neighborhood. What are some actions that can help you accomplish your goal?

- You can create a petition and gather signatures on social media to show support for the idea.
- You can go to your local town hall meeting and raise the issue there.
- You can rally community members to email, call and tweet your local city council members.
- You can get the local news outlet to cover your cause.

Engaging in multiple actions helps accomplish your goal because different actions appeal to different individuals—in addition to bringing more awareness to your campaign.

Now it’s your turn! Take a piece of paper and at the top, write your end goal. Working down the page from your end goal, think of the different actions that need to happen immediately to achieve each goal. There are no “right” answers to this – that’s why campaigning is so fun and creative!

**Campaign Actions**

- **Email Campaigns:** Send messages straight to decision-makers inboxes.
- **Social Media Campaigns:** Use social media to motivate supporters to tweet decision-makers, recruit more allies, and generate awareness for your cause.
- **Online Actions:** Direct supporters to take online actions such as writing a review or submitting a message via a contact form.

Multiple actions and targets can be built directly into your campaign using Rally Starter. [Get started here](rallystarter.com/resources)