|  |  |
| --- | --- |
|  | Campaign strategy |

The purpose of this form is to establish the plan and budget for a proposed campaign.

|  |  |
| --- | --- |
| **Submitted by** |  |
| **Date** |  |
| **Campaign** |  |

Prospects

|  |  |
| --- | --- |
| Prospect list sources |  |
| Number of prospects |  |

Article concepts

|  |  |
| --- | --- |
| Article 1 |  |
| Article 2 |  |
| Article 3 |  |

Other assets

|  |  |
| --- | --- |
| Advertising |  |
| Events |  |
| Publicity |  |

Budget

|  |  |
| --- | --- |
| Mailings | $xx |
| Printing | $xx |
| Design | $xx |
| Events | $xx |
| Travel | $xx |
| Other | $xx |
| **Total** | **$xx** |