



POL 491 Campaign Action Plan Rough Draft Guidelines and Rubric

You will complete a rough draft of your campaign action plan. Your campaign action plan should be used to inform the creation of an achievable and creative plan in which you must address the key aspects and considerations needed to create a successful campaign.

Guidelines for Submission: Your first draft should contain all of the required elements and sections highlighted in the rubric below. Your rough draft should be 6–8 pages in length (excluding title and reference pages) and formatted according to APA guidelines. You must include at least five scholarly sources. Cite your sources within the text of your paper and on the reference page.

Use the following checklist rubric to guide you in writing your rough draft:

Critical Elements	True—Proficient (100%)	False—Not Proficient (0%)	Value
<i>Key Aspects of the Campaign:</i> Provides a comprehensive overview of the key aspects of a successful campaign. These may include, but are not limited to, engaging stakeholders, persuading lawmakers to vote in support of your measure, engaging and using media to your advantage, addressing potential challenges or anticipated problems, implementing grassroots advocacy efforts, researching and accessing available funding, and executing effective messaging strategies and techniques			30
<i>Strategies:</i> After defining the key aspects of the campaign, the submission identifies the best strategies to achieve your intended outcome. Submission includes recommendations for addressing the key aspects of the campaign, ensuring that the campaign is successful			30
<i>Expected Outcomes:</i> Based on your understanding of strategies, what results do you expect out of this plan? The draft communicates expectations as it relates to the recommended strategies			30
<i>Articulation of Response:</i> Submission contains no major errors related to citations, grammar, spelling, syntax, or organization			10
Earned Total			100%