



Decision-Maker Cultivation Planning Worksheet

Who is the decision-maker or key stakeholder you seek to cultivate?

What is your goal for cultivation at this point in your advocacy campaign?

What research do you need to do in order to make your cultivation most effective?

What is it about you and your issue that might resonate with this individual?

Who are the best messengers for this individual given your current goal?

What cultivation strategies will you utilize?

What do you need to do to prepare? (i.e. gather data or stories, develop talking points)

Activity/Task	Timeline	Who is responsible