

Position Statement Worksheet

Advocacy Campaign

1. Topic or Issue:

Briefly state the main issue

2. Your Position:

State your main position on the issue

3. Target Audience:

Who is your primary audience?

4. Supporting Arguments:

Key point or argument #1

Key point or argument #2

Key point or argument #3

5. Evidence (Facts, Statistics, Examples):

Evidence to support argument #1

Evidence to support argument #2

Evidence to support argument #3

6. Counterarguments:

What are the main counterarguments?

7. Your Response:

How will you respond to the counterarguments?

8. Call to Action:

What action do you want your audience to take?