SECULAR GROUNDSWELL STRATEGY

GAP-CLOSING STEPS	ACTIONS	COMMUNICATION/PROMOTION								
		Leaflet	WOM	AA Web	Web	Social Media	Print Media	Street	Meetings	AA Meetings
1. CALL-UP (AIDA)										
Local civic action and meetings										
Local civic action and meetings										
2.05%										
2. ENLIST										
3. TRAIN										
4.ENGAGE										
5. HOLD										