

Corporate Pressure Brief Template

Demand

- We call on **[Company/Donor]** to _____ by _____.

Harm Snapshot

- Impacted community:
- Evidence/stat:
- Quote:

Leverage Matrix

Pillar	Current posture				Planned tactic	Owner
Investors						
Customers						
Employees						
Regulators						

Scripts

- Supporters: “Hello, my name is _____ and I’m asking _____ to _____ because _____.”
- Insider/employee: “As someone inside _____, I’m urging leadership to _____.”

Receipts

- Bullet 1 (finance/legal data)
- Bullet 2 (visual/photo link)
- Bullet 3 (ally statement)