

Campaign Plan Outline – Organizing

Campaign plans vary widely based on who the decision-makers are, what tactics are being used, and the level of resources available. However, the outline below is a useful guide for developing pretty much any type of campaign.

- I. Background/Introduction: No more than one page of what's behind this plan.
- II. Objective or Goal: What do you specifically want to win or achieve. This should usually be singular. Very rarely you might have multiple objectives/goals.
- III. Decision-makers: Identify the decision-makers you're trying to influence. By role (and name if feasible).
- IV. Votes to win: How many (votes) you need to win. (If not votes, how will you know if you've won?)
- V. Targeting: What you know at the start about who's already with you, who's firmly or likely against, and who's persuadable. This can be specific people in a campaign aimed at a city council vote or demographic blocks if an election.
- VI. Strategic Assumptions or Powermap: Explain how you can best influence the persuadable decision-makers, including who are the influential individuals, organizations, or blocks of voters that matter to the decision-makers.
- VII. Your capacity: An honest assessment of what resources you bring to the campaign. This could be a single organization or a coalition campaign.
- VIII. Tactics on a timeline: In table format, identify what you'll do, who will do it, and by when.
- IX. Resources: Resources needed and the tactics/timeline for how you'll procure them.
- X. Research: Any additional research needed as a precursor to fully launching the campaign or implementing the tactics.
- XI. Contingencies: Are there major events (like an intervening election) that might require a significant shift in the campaign.