

How-to: Plan Your Campaign

Goal

Execute an effective campaign by developing a solid roadmap to win.

Best Practices

- Decide on a clear goal in a specific timeline
 - The more specific the better
- Set numeric goals
- Set priorities
 - Your priorities are the things that *need* to get done to move your campaign forward.
 - Not to be confused with your to-do list, which may include items that are urgent, but not crucially important to the success of your campaign.
- Evaluate your progress
 - Benchmarks are only helpful if you use them. Revisit your plan often (at least every week).

How-to

1) Anatomy of a plan

Realms	January		February		March		April		GOALS
	Activity	Benchmark	Activity	Benchmark	Activity	Benchmark	Activity	Benchmark	Ban Fracking!
Grassroots Pressure			10 hrs petitioning	100 petitions	10 hrs petitioning (2 hrs/5 vols)	100 petitions	10 hrs petitioning (1 hr/10 vols)	100 petitions	300 petitions signed
Recruitment/Leadership Development	Wholesale recruit for kick-off meeting	flyering (2 hrs/ 100 flyers)	Recruit event volunteers (4 hrs phone banking)	5 volunteers recruited	Recruit core members	10 group members recruited	Recruit leaders	5 leaders recruited	10 group members recruited; 5 core group leaders (1 for each realm)
Events			Campaign kick-off mtg	10 attendees	Visibility event	30 attendees	Meet with target	Meeting (3 coalition partners attend)	Campaign kick-off, Visibility event, Meet with target
Coalition building			Coalition outreach	20 groups contacted	Coalition outreach	20 groups contacted			10 coalition sign-ons, 3 attend meeting with target
Media					Media event	3 media hits	Outreach to paper (LTEs)	10 letters submitted	1 press event; 3 media hits; 2 letters to the editor printed
Priorities	1) Plan/strategize		1) Recruit! (collect 100 petitions, 15 people at KOM)		1) Visibility Event (30 people)		1) Meet with decision makers (3 coalition partners attend)		
	2) Set time/location for kick-off meeting		2) Leadership development (2 core leaders recruited)		2) Media (3 hits)		2) Media (10 LTEs submitted)		
	3) Start wholesale recruitment		3) Coalition building - 20 groups contacted, 10 sign-ons		3) Coalition building - 20 groups contacted, 10 sign-ons		3) Plan for next phase		

- Timeline (First row)
 - The timeframe you've set to achieve your goal (or this phase of your goal)
- Campaign Realms (Left-hand column)
 - The different areas of focus on your campaign
 - Common realms:
 - Grassroots pressure
 - Recruitment and Leadership Development
 - Events
 - Coalition Building
 - Media
- Goals (Right-hand column)
 - Topline campaign goal
 - Quantifiable goals for each realm
- Benchmarks (Columns in each month)
 - These are the goals for each realm broken down month-to-month (or week-to-week, depending on the timeline)
- Priorities
 - Set for each month (or week), these keep you focused on the most important aspects of the campaign

2) Set goals

- What key tactics will you use to influence your target?
 - How many signatures do you need?
 - How many phone calls will you generate?
 - What sort of media coverage do you need?
- Set high goals but make sure they're achievable, given your resources

3) Fill in your plan and set benchmarks

- Work backwards to fill in the details
 - If you know you want 300 petition signatures in four months, how many will you need halfway through?
- Re-evaluate as you plan
 - If you have too much to do in Month 2, consider re-prioritizing to shift things around
 - **Tip:** Focus on recruitment early on, so you have more people working with you as you move forward

4) Use it!

- Don't forget to revisit your plan and make adjustments as needed to keep you on track to hit your goals.

Exercise: Plan Your Campaign

Target: Strategy: Realms	Month 1			Month 2			Month 3			Month 4			GOALS Campaign Goal:
	Activity	Benchmark		Activity	Benchmark		Activity	Benchmark		Activity	Benchmark		
Recruitment													
Grassroots Pressure													
Leadership Development													
Media													
Events													
Coalition building													
Admin/ Planning													
Priorities	1			1			1			1			
	2			2			2			2			
	3			3			3			3			
Planning Steps	<ol style="list-style-type: none"> 1. Fill in your campaign goal, target, and strategy 2. Set goals for each realm that will influence your target 3. Work backwards to fill in benchmarks 4. Set priorities to keep you on track 5. Revisit your plan regularly and adjust as needed 												