

Strategy Chart or Campaign Framework Planning Tool Worksheets

 STRATEGY CHART OR CAMPAIGN FRAMEWORK PLANNING TOOL WORKSHEET 1				
STRATEGY: In one to two sentences, develop a summary of the strategy for your campaign. What is your plan to win?				
GOALS	ORGANIZATIONAL CONSIDERATIONS	DECISION MAKER (TARGET)	POWER ANALYSIS	TACTICS
LONG-TERM <i>What do you really want? Your vision.</i>	RESOURCES <i>Determine key roles, what assets you have, what assets you will need, your budget, and any planned partner activities.</i>	TIER 1 TARGETS <i>List the names and titles of the decision maker who can get you what you want.</i>	OPPONENTS <i>Identify two to three (or more) opponents who will devote resources to ensuring your campaign does not win.</i>	ACTIONS <i>Identify specific actions planned for the campaign and done to the target, in alignment with strategy.</i>
INTERMEDIATE <i>The campaign goal. (Note there can be multiple intermediate goals to achieve your long term goal).</i>	ORGANIZATIONAL GAINS <i>List three to five measurable outcomes that will grow out of the campaign. For example, increased # of activists, members, enhanced reputation, new donors, etc.</i>	TIER 2 TARGETS <i>List the names and titles of the individuals who can influence your Tier 1 targets to get you what you want.</i>	CONSTITUENTS <i>Identify your target group, community, or people who can join as members in support of your campaign.</i>	COALITION PARTNERS <i>List three to five or more coalition partners that you plan to coordinate with around the issue.</i>
SHORT-TERM <i>A step towards achieving the intermediate goal.</i>	INTERNAL CONSIDERATIONS: <i>Determine three to five problems, tensions, areas of concern, or possible conflicts that may constrict the campaign. Determine your plan to address and by what date.</i>	TIER 3 TARGETS <i>List the names and titles of the individuals who can influence your Tier 2 targets to get you what you want.</i>	ALLIES <i>List three to five (or more) partners that will not join your campaign through a coalition but may demonstrate support for the issue.</i>	



CAMPAIGN FRAMEWORK PLANNING TOOL WORKSHEET

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GOALS		ORGANIZATIONAL CONSIDERATIONS	DECISION MAKER (TARGET)	POWER ANALYSIS	TACTICS
LONG-TERM	RESOURCES		TIER 1 TARGETS	OPPONENTS	ACTIONS
INTERMEDIATE		ORGANIZATIONAL GAINS	TIER 2 TARGETS	CONSTITUENTS	
SHORT-TERM		INTERNAL CONSIDERATIONS	TIER 3 TARGETS	COALITION PARTNERS	ALLIES