**PLANNING TO WIN**TM

*The Just Enough Guide for Campaigners*

Full Plan

*We provided notes in blue to help you as you finalize your plan.*

**Campaign Name**

{{ CAMPAIGN\_NAME }}

**Goal and Campaign Win**

**Overarching Goal**

{{ GOAL }}

**Specific Campaign Win**

{{ CAMPAIGN\_WIN }}

**Campaign Climate**

*Below is the summary of your answers from campaign climate. We recommend synthesizing these answers as needed to best serve provide readers with the background they need to understand the landscape you are working in.*

* **State of Play**

{{ STATE\_OF\_PLAY }}

* **Messages**:

{{ TOP\_MESSAGE }}

* **Issue Climate**

{{ ISSUE\_CLIMATE }}

* **Opposition**:

{{ OPPOSITION }}

* **Other Groups**:

{{ OTHER\_GROUP }}

* **Events and Opportunities**

{{ EVENT\_OPPORTUNITY }}

* **Reputation**

{{ REPUTATION }}

* **Connections**

{{ CONNECTIONS }}

* **Networks**

{{ NETWORKS }}

* **Resources**

{{ RESOURCES }}

* **Other Context**

{{ OTHER\_CONTEXT }}

**Maximizing Strengths, Minimizing Vulnerabilities**

* **Strengths**

{{ STRENGTHS }}

* **Vulnerabilities**

{{ VULNERABILITIES }}

* **Plan to minimize or eliminate vulnerabilities**

{{ MINIMIZE\_AND\_ELIMINATE }}

**Milestones**

{{ MILESTONES }}

**Decision Makers, Influence Strategy, Influencers and Tactics**

*Below are the answers you chose for the first milestone.*

* **Decision Maker(s)**

{{ DECISION\_MAKERS }}

* **Influence Strategy**

{{ INFLUENCE\_STRATEGY }}

* **Influencers:**

{{ MESSENGERS }}

* **Major Tactics:**

{{ MAJOR\_TACTICS }}

*[Copy and paste above for your remaining milestones, fill out the decision maker, your influence strategy, influencers and major tactics. You may also choose to use the master strategy chart for this section.]*

**Opposition**

|  |  |  |
| --- | --- | --- |
| **Major Opponents** | **About** | **Plan To Disrupt** |
| {{ OPPOSITION\_1\_NAME }} | {{ OPPOSITION\_1\_ABOUT }} | {{ OPPOSITION\_1\_DISRUPT }} |
| {{ OPPOSITION\_2\_NAME }} | {{ OPPOSITION\_2\_ABOUT }} | {{ OPPOSITION\_2\_DISRUPT }} |
| {{ OPPOSITION\_3\_NAME }} | {{ OPPOSITION\_3\_ABOUT }} | {{ OPPOSITION\_3\_DISRUPT }} |

**Coalitions and Partners**

{{ POTENTIAL\_COALITION\_PARTNERS }}

* Working group details: {{ WORKING\_GROUPS }}
* Spokespeople: {{ SPOKESPEOPLE }}
* Funder details: {{ FUNDER\_DETAILS }}
* Decision making process: {{ DECISION\_PROCESS }}

*Note: As you look at your master campaign chart, think through how your coalition partners can help implement the milestones. For each milestone or activity, you can opt to fill in the following:*

* *Who is taking the lead?*
* *Who is in a supporting role?*
* *Who is providing resources?*

**Campaign Launch**

{{ CAMPAIGN\_LAUNCH }}

**Campaign Profile**

{{ CAMPAIGN\_PROFILE }}

**Message Platform**

* **The Problem or Opportunity**

{{ NEED }}

* **What We Are Doing**

{{ WHAT\_WE\_ARE\_DOING }}

* **How to Do It**

{{ HOW\_TO\_DO\_IT }}

* **Vision**

{{ VISION }}

**Campaign Signals**

{{ CAMPAIGN\_SIGNALS }}

**Managing Your Campaign**

*Below are the answers you chose for the first milestone.*

* **Assignment**

{{ ASSIGNMENT }}

* **Deadline or other timing consideration**

{{ DEADLINE }}

* **Metrics**

{{ METRICS }}

* **Budget or other resources**

{{ BUDGET }}

*[Copy and paste above for your remaining activities under the first milestones, then do the same for the remaining milestones. You may also choose to use the master strategy chart for this section.]*

**Tracking Progress**

{{ TRACKING\_PROGRESS }}