

Mini-Campaign Planner

Module 2.9 · Advocacy Academy · Steampunk Farms

Campaign Goal (specific, measurable): _____

Timeline: _____ **Success Metric:** _____

Element	Person 1	Person 2	Person 3
Name / Relationship			
Dominant Archetype			
Best Channel			
Pre-Suasion Approach			
Story Frame			
The Specific Ask			
When (date/context)			

After each conversation, score: Seed planted? Relationship maintained? Something learned about their archetype?