

Advocacy Ecosystem Reference Card

Module 3.6 - From Coalitions to Campaigns

The 10-80-10 Rule

Segment	Who They Are	Your Strategy
Already Agree (~10%)	Share your values, may already act	Activate — give them roles, not more information
Moveable Middle (~80%)	Open to persuasion, not yet reached well	Persuade — archetype-calibrated outreach
Hardened Opposition (~10%)	Committed opponents, won't change	Contain — track arguments, don't waste resources

Key insight: Your campaign lives or dies in the 80%. Stop preaching to the choir and stop arguing with walls.

The Three-Zone Ecosystem Map

Zone	Definition	How to Identify
Allies	Already support or could activate quickly	People who've expressed concern, made small changes, nod when you talk
Persuadables	Haven't engaged — not reached the right way yet	Values align but behavior doesn't yet reflect it; the 80%
Opponents	Actively resist your cause	Argue with talking points, have financial stakes, or identity invested in status quo

Prioritization Framework

Priority	Who	Strategy
Highest	Persuadable + High Influence	Personal outreach, archetype-calibrated message
High	Ally + High Influence	Activate — give a role, involve in planning
Medium	Persuadable + Medium Influence	Group outreach, events, shared content
Supporting	Ally + Low-Medium Influence	Keep informed, invite to events
Monitor	Opponent + Any Influence	Track arguments, prepare responses

Coalition Seed Roles

Role	What They Bring
The Connector	Social capital, wide network, trusted across groups

The Expert	Credibility, knowledge, answers hard questions
The Storyteller	Emotional resonance, makes people feel the issue
The Organizer	Logistics, follow-through, turns plans into events
The Bridge	Access to communities you can't reach on your own

The Coalition Paradox: You need people to build power, but power attracts the wrong people. Choose for *trust*, not talent. Grow slowly. Define your mission in one sentence before you recruit anyone.