

90-Day Campaign Planner

Module 3.9 - Your One-Page Campaign Plan

Mission & SMART Goals

Element	Your Campaign
Mission (one sentence):	
SMART Goal #1:	
SMART Goal #2:	
SMART Goal #3:	

Audience & Channels

Element	Your Plan
Primary audience (archetype):	
Secondary audience:	
In-person channel:	
Media channel:	
Digital channel:	
Legislative channel:	

12-Week Big Rocks Timeline

Week	Big Rocks (2-3)	Week	Big Rocks (2-3)
Week 1		Week 7	
Week 2		Week 8	
Week 3		Week 9	
Week 4		Week 10	
Week 5		Week 11	
Week 6		Week 12	

Resource Inventory

Resource	What I Have	What I Need
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People		
Time		
Money		
Expertise		
Relationships		

Success Metrics & Pivot Points

Element	Your Plan
Impact metric #1:	
Impact metric #2:	
Impact metric #3:	
Day 30 check:	
Day 60 check:	
Day 75 check:	