

Campaign Ecosystem Template

Module 4.2 — Campaign Architecture: Dependency Logic, Escalation, and Decision Trees

Part 1: Campaign Ecosystem Map

Design three interconnected campaigns. Each campaign's win condition should create the preconditions for the next. Dependency logic is the point — Campaign B should only be possible because Campaign A succeeded.

Campaign Name	Primary Goal	Target Decision-Maker / Audience	Win Condition	What This Win Enables Next
Campaign A:				
Campaign B:				
Campaign C:				
Campaign D (opt.):				

Part 2: Escalation Ladder Scaffold

For one of your campaigns above, build a 5-rung escalation ladder. The ladder should be decided before the campaign launches — not improvised during it.

Rung / Tactic	Default Action	Threshold to Escalate	Message Discipline Required
Rung 1 — Soft	Public education, storytelling		
Rung 2 — Light	Petition / public comment		
Rung 3 — Medium	Earned media / letter campaign		
Rung 4 — Hard	Coordinated contact / public demo		
Rung 5 — Direct	Economic or political pressure		

Part 3: Decision Tree Framework

Identify three key decision points where the campaign could branch. For each decision point, map two to three contingency branches. Contingency planning is not pessimism — it's professionalism.

Decision Point / Branch	Scenario / Trigger	Response Action	Owner
Decision Point 1:			
→ If outcome A:			
→ If outcome B:			

Decision Point 2:			
→ If outcome A:			
→ If outcome B:			
Decision Point 3:			
→ If outcome A:			
→ If outcome B:			

Part 4: Resource Scaling Notes

Resource Domain	Scaling Plan (how campaign success grows this resource)
Human resources:	
Financial resources:	
Relational resources:	
What Campaign A generates for Campaign B:	