

TOOLS

Sample Campaign Plan Outline

Here's one way to structure goals and activity into a campaign plan.

BACKGROUND

What information is important to know before someone reads the rest of the plan? *This typically is information about the local, bargaining unit, employer, community, etc., that is relevant to the goals you set. The background gives the reader enough information to ask questions, but also answers "why?" to what you are proposing: the goals, activity and calendar.*

GOALS

Over the next 45 days, our goals are to:

- I. Reach 70% on authorization cards.
- II. Develop two committee members on the third shift.
- III. Recruit and train a community delegation to be ready to demand recognition with our committee.

ACTIVITY

Goal: Reach 70% on authorization cards.

- Train 10 committee members and activists.
- Recruit at least two people per day to conduct home visits.
- Work with the three leaders who want to file OSHA complaints to create a survey and outreach plan to all shifts—with a focus on the second and third shifts. Collect 80 surveys. [What else?](#)

Goal: Develop two committee members on the third shift.

- Home visit 50% of card signers on the third shift.
- Recruit two current committee members to conduct home visits and focus on this shift.
- Use the survey to reach out to uncontacted workers. [What else?](#)

Goal: Recruit and train a community delegation to be ready to demand recognition with our committee.

- Recruit two workers affected by the safety problems to meet with our community contacts and recruit them as allies.
- Identify and ask 10 community leaders to attend training and march with workers.
- Create a leaflet with testimony/data from the survey. [What else?](#)

CALENDAR

Create a calendar that puts it all together. *Take advantage of timing and connect activity in order to build momentum. Include important benchmarks during the 45-day period.*