

GET STARTED

Write a Campaign Plan

A campaign plan reflects the strategic choices you are making. The plan tells others what you are trying to accomplish, in what time period, and how you expect to get it done. Here's an approach to writing a plan.



WHAT DO WE KNOW?

Plans start with information and assumptions about what factors will affect our ability to win. What do you know and what matters about:

- the employer;
- people who work there;
- attitudes about the union or issues at work; and
- the community, labor and politics.

WHAT DO WE WANT TO ACCOMPLISH?

Goals are outcomes you want by a certain date, like “Win our election next week with 528 YES votes,” or “300 people attend the hearing on Jan. 12.” Are your goals S.M.A.R.T.?:

- Specific
- Measurable
- Attainable
- Relevant
- Time-bound

HOW ARE WE GOING TO GET THERE?

Each goal should be backed up by specific activity that supports the goal. Be as specific as possible:

- What do we need to do?
- Who's going to do it?
- When does it need to be done?

Benchmarks

Daily and weekly benchmarks help you track progress toward longer-term goals.

Use benchmarks to assess what's working and what's not, and make course corrections early!

PUT IT ALL TOGETHER

A campaign plan should have a beginning, a middle and an end (even if it's part of a larger, long-term plan). Your calendar puts it all together, takes advantage of timing and connects activity in order to build momentum:

- The *beginning* is the set-up—conversations, training, activity and research that set your team up for success.
- The *middle* is the action, activity or meeting itself that is critical to reaching your goal.
- The *end* is all about follow-up: How do we build upon success? What's next?

Sample Plan Outline

- I. Assumptions
- II. Goals
- III. Activity
- IV. Calendar