

Campaign Architecture Worksheet

Design for a bigger fight: sequence your escalation ladder, map your multi-front ecosystem, and think through one decision tree in advance.

Escalation ladder

Lowest-cost tactic

What's the first, lowest-pressure move — e.g. a private meeting? What condition would move you up to the next rung?

Middle tactics

List the next two or three tactics in order (e.g. public comment, petition, media story), each with the one condition that triggers escalation.

Highest-pressure tactic

What's held in reserve at the top — organized turnout, sustained public pressure, legal or electoral action?

Multi-front ecosystem

Inside track

Direct meetings, testimony, sympathetic officials and staff.

Public track

Media, public comment, visible community support.

Economic / electoral track

The businesses, funders, or budget realities the decision-maker answers to — and the reminder that officials face voters.

One decision tree

Name a fork you can see coming: "If ____ happens, then we _____. If ____ happens instead, then we _____."

Self-check

I'm starting at the bottom of the ladder, not the top

Each rung escalates only after the one below it has been tried and failed

My fronts are designed to converge and reinforce each other, not run in isolation

This fight actually needs this scale of architecture — I haven't over-built a plan for a single-hearing fight

The credible capacity to escalate often wins the fight several rungs down. Escalate as far as you must and no further — the highest rungs cost real relationships you may need later.