ADVOCACY ACADEMY · CAMPAIGN10

# Campaign Capstone Worksheet

Build the full campaign plan for a fight you care about, integrating the whole tier — and name the one lesson from history you'll apply.

## Zones and goal

**Zones**
*Your allies, the movable middle, the opposition, and your coalition seed (4.1).*

**SMART goal**
*One SMART goal and your three Big Rocks (4.2).*

## Architecture and setbacks

**Escalation ladder**
*Your escalation ladder and the two or three fronts you'll push on (4.3).*

**Likely setback**
*The most likely setback, classified, with your pivot-or-persist plan ready (4.4).*

## Leverage and measurement

**Leverage**
*If a government body is involved: the committee, the staff, and the inside champion (4.5).*

**Measure**
*The one outcome metric that tells you if you're winning (4.7).*

## The lesson from history

*Which lesson will you apply — Montgomery's organization-as-weapon, the grape boycott's find-the-leverage-you-actually-have, or Ganz's public narrative (self / us / now)? Write it out and how it applies to your fight.*

## Self-check — what the three cases share

- ☐ My plan has infrastructure behind it, not just enthusiasm (Montgomery)

- [ ] I've found the pressure point I can actually reach, even if it's not the front I started on (grape boycott)
- [ ] I can state my Story of Self, Story of Us, and Story of Now in one breath (Ganz)
- [ ] The plan marries a true, human story with disciplined organization — not one without the other