

Campaign Design & Planning Worksheet

Draft the one-page plan: a SMART goal, the target, three Big Rocks, a Commitment Ladder, and a timeline.

SMART goal

Specific

What exact outcome are you trying to win — not a direction, a precise result?

Measurable / Time-bound

How will you know unambiguously you got it, and by what date?

Achievable / Relevant

Is this winnable with your actual resources, and does it genuinely advance the cause?

Target and Big Rocks

Target

Name the specific decision-maker(s) who can actually deliver this goal.

Big Rock 1

The first of the three things that matter most — not twenty tasks.

Big Rock 2

The second most important thing that must happen.

Big Rock 3

The third most important thing that must happen.

Commitment Ladder

Rung 1 (lowest ask)

e.g. signs a letter or petition.

Rung 2

e.g. attends a meeting.

Rung 3

e.g. speaks or makes a public comment.

Rung 4 (highest ask)

e.g. recruits and leads others.

Timeline

List the two or three key dates that anchor this campaign.

Self-check

The whole plan fits on one page

The goal is Specific, Measurable, Achievable, Relevant, and Time-bound

I named exactly three Big Rocks, not a longer to-do list

Each ladder rung is small enough that someone on the prior rung can say yes

I know which rung my key people are on and what the next ask is

A plan is a tool for focus, not a cage. Revise it the moment reality diverges — hold it loosely, revise often.