

One-Page Theory of Change — Front

The map of how the win you actually want becomes possible. Define the win concretely, map backwards, name the assumptions you're betting on, then check them.

The long-term win

One sentence. Decision-maker + mechanism + amount + deadline. "The school board approves a Title I reallocation of \$X to fund a reading specialist at our elementary, by the May budget vote."

The three preconditions

Ask: what has to be true the day before the win, for the win to happen? Not what you hope — what conditions must actually exist.

Precondition #1

The relational / political condition (e.g., majority leaning yes).

Precondition #2

The mechanical / process condition (e.g., worked example on the table).

Precondition #3

The visibility / coalition condition (e.g., organized parent support).

Assumptions you're betting on

Things you believe are true but haven't verified. Write them; then check them.

Assumption #1 — and how I'll check it

Assumption #2 — and how I'll check it

Assumption #3 — and how I'll check it

Assumption #4 — and how I'll check it

One-Page Theory of Change — 30-Day Grid

For each precondition, what you'll do this week, next week, week 3, and by day 30. Concrete, you-personally, no aspirational verbs.

| PRECONDITION | THIS WEEK | NEXT WEEK | WEEK 3 | BY DAY 30 |
|--|-----------|-----------|--------|-----------|
| #1 <i>(write precondition)</i> | | | | |
| #2 <i>(write precondition)</i> | | | | |
| #3 <i>(write precondition)</i> | | | | |

The discipline of the map

You're not measuring effort in speeches given — you're measuring preconditions moved. A Tuesday op-ed is not "doing advocacy"; it is precondition #1 advancing.

You may revise the map three times before the campaign is over. That's expected. The map is not a prophecy; it is a working draft you update when reality teaches you something.