



30-Day Campaign Plan

Editable campaign launch workbook

HOW TO USE THIS RESOURCE

Replace the sample text, add campaign-specific details, and save a fresh copy. Keep the original as a clean template.

Field	Campaign entry
Campaign / candidate	[Enter name]
Election date	[Enter date]
Campaign manager	[Enter name]
Primary objective	[Define the win condition]
Priority geography	[Ridings, polls, neighbourhoods]

Weekly operating plan

Week	Primary outcome	Field	Fundraising	Communications
Week 1	[Outcome]	[Target / action]	[Target / action]	[Message / action]
Week 2	[Outcome]	[Target / action]	[Target / action]	[Message / action]
Week 3	[Outcome]	[Target / action]	[Target / action]	[Message / action]
Week 4	[Outcome]	[Target / action]	[Target / action]	[Message / action]





Launch readiness

☐	Voter data imported and mapped
☐	Core team roles assigned
☐	First volunteer event scheduled
☐	Fundraising target and prospect list approved
☐	Campaign message and visual identity approved
☐	Public campaign page and forms tested

Notes and decisions

