

30 Day Campaign Plan - Filled Example

Completed example: Jordan Lee for Riverside Council | Prepared September 15, 2026

A completed 30-day operating plan showing how one local campaign converts strategy into weekly targets, named owners, deadlines, and review routines.

Campaign snapshot

Field	Completed entry
Campaign	Jordan Lee for Riverside Council
Election date	October 19, 2026
Campaign manager	Maya Chen
Candidate	Jordan Lee
Prepared by	Alex Morgan
Review date	September 22, 2026

Strategic objective

Win a two-candidate council race by identifying 3,600 supporters, recruiting 120 active volunteers, raising \$85,000, and achieving 72% turnout among identified supporters.

Thirty-day priorities

Week	Primary outcome	Owner	Measure
1	Finalize targeting, launch volunteer intake, and book first fundraising call-time block.	Maya Chen	All 18 polls prioritized; 35 volunteers confirmed; 80 prospects assigned.
2	Run six canvass launches and publish the core message across web, email, and print.	Sam Patel	4,500 doors attempted; 1,250 conversations; message used consistently.
3	Expand supporter follow-up and execute host committee event.	Lena Brooks	\$22,000 pledged; 900 supporters reconfirmed.
4	Shift to advance-poll and GOTV readiness.	Noah Green	All zones staffed; reminder universe finalized; incident plan tested.

Daily operating rhythm

Time	Routine	Participants	Output
8:30	Daily stand-up	Manager + department leads	Risks, priorities, owner assignments
12:30	Midday metric check	Field + data	Attempts, contacts, IDs, volunteer gaps
17:00	Candidate call time	Candidate + finance	Completed calls, pledges, follow-ups
20:30	Closeout	Manager + field lead	Data sync, next-day launch plan

Risk register

Risk	Likelihood	Impact	Mitigation	Trigger
Volunteer no-shows	Medium	High	Confirm 24 hours prior; maintain 15% standby list.	Coverage below 90% at 18:00 prior day
Low call-time completion	Medium	High	Protect four 90-minute blocks weekly; finance lead prepares sheets.	Fewer than 45 calls/week
Apartment access barriers	High	Medium	Schedule lobby canvasses; recruit resident captains.	Two failed entry attempts

Training note: This is a fictional completed example. Campaigns should replace all entries with their own facts and verify jurisdiction-specific legal, finance, privacy, and election requirements with current official sources.