



30-Day Campaign Plan

A compact printable operating plan for campaign priorities, targets, owners, and risk.

Campaign	
Owner	
Date / milestone	
Review date	

Purpose and operating standard

Use this shorter field version when the full 30-Day Campaign Plan Workbook is unnecessary.

Use verified information, assign a named owner, protect personal data, and confirm jurisdiction-specific legal or election requirements with the authorized campaign official or election authority.

Campaign objective and win condition

Field	Decision
Milestone / election date	
Win condition / objective	
Top voter audience	
Cash and volunteer constraint	

Four-week plan

Week	Primary result	Field	Fundraising	Communications	Owner
1					
2					
3					
4					

Daily decision rhythm

- Morning: confirm target, staffing, approvals, and risks.
- Midday: unblock owners and reallocate capacity.
- Evening: record actuals, insights, and tomorrow's decisions.



Key metrics

Metric	Target	Actual	Variance / action
Attempts/contacts			
Volunteer shifts			
Asks/cash			
Public actions			

Risk register

Risk	Early warning	Owner	Due	Response



Sources and local adaptation

Confirm all election, finance, accessibility, privacy, and voting-information requirements using current official sources. Record the source and verification date before operational use.

Elections Canada - candidate and political financing guidance
<https://www.elections.ca/>

U.S. Federal Election Commission - candidate and committee guidance
<https://www.fec.gov/help-candidates-and-committees/>

National Democratic Institute - Campaign Skills Handbook
https://www.ndi.org/sites/default/files/Campaign%20Skills%20Handbook_EN.pdf

CISA - election security resources
<https://www.cisa.gov/topics/election-security/election-security-resource-library>