

Campaign Roles Matrix - Filled Example

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

A completed accountability and decision-rights map clarifying who recommends, decides, executes, and must be consulted for recurring campaign decisions.

Decision-rights matrix

Decision	Recommends	Decides	Executes	Consulted
Daily field turf	Field organizer	Campaign manager	Data + field team	Candidate on priority events
Campaign budget change > \$2,500	Finance lead	Campaign manager + candidate	Finance lead	Treasurer / official agent
Public policy statement	Policy lead	Candidate	Communications	Campaign manager
Volunteer removal	Volunteer lead	Campaign manager	Volunteer lead	Legal/privacy lead if sensitive
Election Day incident escalation	Zone lead	Campaign manager	GOTV director	Legal/official agent

Role scorecards

Role	Weekly result	Authority boundary	Escalate when
Field organizer	Contact goal met with clean data	May reassign turf and shifts	Goal forecast falls >10% below plan
Finance lead	Call-time and cash targets met	May schedule calls and follow-up	Compliance uncertainty or major donor issue
Communications lead	Message consistency and rapid response	May approve routine social content	Policy, legal, or reputational risk

Completed operating rule

The campaign manager owns cross-department trade-offs. Department leads may act within approved plans and budgets. Decisions involving law, privacy, candidate positioning, or spending outside authority limits must be escalated before execution.

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.