



Campaign Roles Matrix

Clarify responsibility, decision rights, backups, and escalation paths.

Campaign	
Owner	
Date / milestone	
Review date	

Purpose and operating standard

Use this matrix to prevent duplicate work, missed decisions, and unclear accountability.

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.

Role design principles

- One accountable owner per recurring result.
- Separate advice, approval, execution, and notification.
- Assign a backup for time-critical responsibilities.
- Document the escalation threshold.

Core roles

Role	Accountable results	Decision authority	Backup	Reports to
Campaign manager				
Candidate				
Official agent/treasurer				
Field lead				
Volunteer lead				
Communications lead				
Data/technical lead				

RACI decision matrix



Decision / deliverable	Responsible	Accountable	Consulted	Informed
Daily field target				
Fundraising expense				
Public statement				
Voter-file export				
GOTV zone change				

Escalation thresholds

Issue	Lead can decide	Escalate when	Escalate to
Volunteer no-show			
Budget change			
Media request			
Data/security issue			
Safety incident			



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>