

HOW TO WIN THE INTERNET

Campaign Planning

One of the secrets to winning the internet is thinking ahead. Planning, that is strategic and well thought out, can super-charge your campaigns. It can also help get your whole team on the same page, and insure you're reflecting on results and tracking what you're learning over time.

You don't have to spend hours and hours planning things out, and you don't have to write a novel about what you want to do. Just grab this template and start filling it in with bullets. The idea is to be concise so it's quick to complete and to read.

Map everything out in this template before you start your campaign, except the Results section. When you're done running the campaign, come back and do that section. That's your opportunity to reflect on what you did, learn from it and use what you've learned for the next campaign.

If you struggle with any of these fields, don't skip them! In most cases, folks that are struggling with their campaign plans are doing so for good reason. It might be that your campaign doesn't have a solid theory of change, for example. If that's the case, don't just skip over that section—really think about it. One of the great things about this template is it helps you realize when your campaign still needs some work. *Now get to it!*

Basic Information

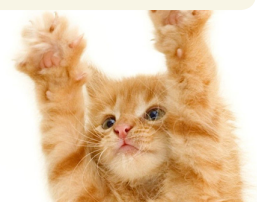
CAMPAIGN NAME *What's the name of your campaign?*

TIMELINE *How long you expect your campaign to run from start to finish? This tool usually works best for campaigns ranging from a couple of days to a couple of months long.*

CAMPAIGN GOAL *Why are you running this campaign? What's the end-goal? You may be trying to stop a piece of legislation, get a corporation to take an action, etc.*

OBJECTIVE *What are you trying to achieve? Your objective should be measurable and achievable in a specific period of time. For example, you may be focused on votes from wavering legislators.*

PROJECT MANAGER *Who's in charge of making sure everything in this plan gets done? This field is particularly helpful when multiple people are working together.*



Theory of Change & Strategy

THEORY OF CHANGE How do you expect to make the change you seek a reality? Spell it out step by step. For example: If we demonstrate that there is overwhelming opposition to bill ABC123, Congresswoman Doe will vote against it. If she votes against it, Congressmen Brown and Murphy will follow suit and the bill won't pass.

STRATEGY At a high level, how will you put your plan into action? Ex: Use our existing supporters to demonstrate that there is overwhelming opposition to bill ABC123.

Tools & Tactics

In most cases, organizations use the same tools again and again. We've included space for the tools that nonprofits most commonly use, but you can add to this if you need to. For each tool you plan to use, define the following:



DESCRIPTION How do you plan on using Facebook? Be specific. If you plan on sharing this with co-workers or other organizations, you want them to understand what you're planning.

MEASUREMENT How will you measure Facebook success? Include target numbers if you can. Make sure to focus on metrics that are meaningful given your goal and objective. Don't include measures that sound good on the surface, but don't relate to what you're doing for this campaign.

DEADLINES When does this piece need to be completed?

OWNER Who will be working on this piece?



DESCRIPTION How do you plan on using Twitter? Be specific. If you plan on sharing this with co-workers or other organizations, you want them to understand what you're planning.

MEASUREMENT How will you measure Twitter success? Include target numbers if you can. Make sure to focus on metrics that are meaningful given your goal and objective. Don't include measures that sound good on the surface, but don't relate to what you're doing for this campaign.

DEADLINES When does this piece need to be completed?

OWNER Who will be working on this piece?



DESCRIPTION How do you plan on using email? Be specific. If you plan on sharing this with co-workers or other organizations, you want them to understand what you're planning.

MEASUREMENT How will you measure email success? Include target numbers if you can. Make sure to focus on metrics that are meaningful given your goal and objective. Don't include measures that sound good on the surface, but don't relate to what you're doing for this campaign.

DEADLINES When does this piece need to be completed?

OWNER Who will be working on this piece?



DESCRIPTION How do you plan on using your website? Be specific. If you plan on sharing this with co-workers or other organizations, you want them to understand what you're planning.

MEASUREMENT How will you measure website success? Include target numbers if you can. Make sure to focus on metrics that are meaningful given your goal and objective. Don't include measures that sound good on the surface, but don't relate to what you're doing for this campaign.

DEADLINES When does this piece need to be completed?

OWNER Who will be working on this piece?



Results

Come back to this section when your campaign is done and the results are in. How'd it go?

OBJECTIVE How did performance compare to your original objective?

MEASURES How did each of your online tools perform? How did each one contribute to your overall objective?

ANALYSIS Looking at these numbers, how did the campaign go? What would you do again? What would you do differently?