Campaign Plan Checklist

Use this checklist to build a written campaign plan grounded in numbers, timelines, and strategy. Move through each section carefully and check off each item once completed.

☐ Defined Target Vote Total

You have identified the number of votes required to win your race.

Complete the following:

- Total votes cast in last comparable election: _____
- Estimated turnout this cycle: _____
- Vote goal to win: _____

You understand that winning is a math equation.

☐ Identified Your Voter Universe

You have defined the group of voters most likely to support your campaign.

Complete the following:

- Total registered voters in district: _____
- High-propensity voters: _____
- Persuadable voters: _____
- Core base voters: _____

You know who you need — and who you don't.

☐ Calculated Voter Contact Goals

You have determined how many voters you must contact to reach your vote goal.

Complete the following:

- Target votes: _____
- Estimated conversion rate: _____
- Total voter contacts needed: _____

You understand that conversations drive votes.

☐ Defined Contact Strategy

You have selected the mix of outreach methods you will use.

Planned outreach channels:

☐ Door knocking
☐ Phone calls
☐ Texting
☐ Events
☐ Digital outreach

Primary outreach focus: _____

Your strategy aligns with your district size and capacity.

☐ Built a Campaign Timeline

You have mapped major phases from now until Election Day.

Key milestones:

- Petitioning window: _____
- Launch date: _____

- Fundraising push periods: _____
- Final 60-day voter contact ramp-up: _____

Your campaign has structured phases, not random activity.

☐ Set a Fundraising Goal

You have calculated how much money you need to execute your plan.

Complete the following:

- Total fundraising goal: $_____
- First 30-day goal: $_____
- First 60-day goal: $_____

You understand how money supports voter contact.

☐ Aligned Plan With Path to Victory

You reviewed your Path to Victory data and confirmed alignment.

☐ Vote goal matches district math
☐ Outreach plan supports vote goal
☐ Fundraising supports outreach
☐ Timeline supports filing and GOTV

Your plan is coherent and realistic.

☐ Documented the Plan in Writing

Your campaign plan exists as a written, shareable document.

- Document location: _____
- Shared with key team members: Yes / No

Your strategy is visible and actionable.

☐ Confirmed Strategic Confidence

After completing this checklist:

☐ I understand how I can win this race.
☐ I need to revise my assumptions before proceeding.

- Biggest risk in my plan: _____
- Biggest strength in my plan: _____

You are campaigning with intention — not hope.

Before moving forward:

If you have a written campaign plan grounded in numbers, you are ready to expand your team and build volunteer capacity.