

# PLANNING TO WIN™

The Just Enough Guide for Campaigners

SPITFIRE  
SPARK CHANGE

GORDON AND BETTY  
MOORE  
FOUNDATION

## ABOUT PLANNING TO WIN

Campaigning for positive change in the world is never easy. Whether you are working to change behavior, impact policy or influence a corporation, a successful campaign requires you to coordinate the efforts of a lot of different people and organizations, as well as manage diverse ideas about how to approach the problem and decide what steps to take first. Cutting through the noise to develop a smart strategy can be the hardest part – but it's also the most important. So, where to start?

With the partnership and generous support of the Gordon and Betty Moore Foundation and input from dozens of campaign experts, Spitfire developed *Planning to Win: The Just Enough Guide for Campaigners* (a revised version of the wildly popular Just Enough Planning Guide®).

Using the interactive digital tool available at [www.planningtowin.org](http://www.planningtowin.org), nonprofit organizations can complete a simple six-stage process culminating in a detailed campaign plan primed for results. Groups who complete all the exercises in the new and improved *Planning to Win* tool end up with:

- A complete, customizable plan that outlines all the strategic decisions for their campaign;
- An overview to share with allies, board members or others who need a quick summary; and
- A management chart to track tactics, assignments and deadlines.

Many users have said that the tool took less than an hour to complete once they had the goal of their campaign in place. In other cases, organizations found the tool made it easy to develop more complex plans over a series of short sessions, collaborating with others as needed. Users can create an account, which can hold an unlimited number of plans – making it easy for campaigners to complete and revise their plans as often as needed.

In addition to the free online tool, Spitfire offers nonprofit organizations and coalitions in-person, facilitated campaign planning boot camps. Using the principles of *Planning to Win*, Spitfire campaign staff work with clients to develop customized sessions to meet each group's specific needs. We offer as much hands-on help as needed – from a half-day strategy session to a multi-day planning effort – to put a successful campaign plan in place. From stronger environmental protections to better benefits for workers to companies adopting more sustainable food practices, Spitfire has helped dozens of groups make their campaign vision a reality. Let us give you just enough help to get your next campaign off the ground.

## INTERESTED IN LEARNING MORE?

Visit [www.planningtowin.org](http://www.planningtowin.org) or contact Allyson Boucher at [allyson@spitfirestrategies.com](mailto:allyson@spitfirestrategies.com) or 202-448-0215.

### SIX STAGES TO A ROCK SOLID CAMPAIGN PLAN



DEFINING  
THE VICTORY



EVALUATING THE  
CAMPAIGN CLIMATE



CHARTING  
YOUR COURSE



CHOOSING YOUR  
INFLUENCE STRATEGY



MESSAGING  
FOR IMPACT



MANAGING  
THE CAMPAIGN