



FREE GUIDE

The 90-Day Campaign Launch Plan

A week-by-week framework for building momentum before it counts.

THE GOAL

Use the first 90 days to build the foundation, visibility, and field capacity your campaign will need later - without trying to do everything at once.

Strategy that moves. Results that last.

Powell Strategic Solutions

Build the Foundation

Before the campaign gets louder, get it clearer. The first month is about knowing the path, the message, and the operation you are actually building.

01 Define the path to victory

Start with the electorate, likely turnout, and the coalition of voters you realistically need to win.

A target is not the same thing as 'everyone who can vote.'

02 Clarify the campaign message

Identify the core reason you are running, the problem you are solving, and the contrast voters should remember.

03 Identify priority voter universes

Segment outreach so volunteer time and campaign dollars are concentrated where they can matter most.

04 Build campaign infrastructure

Establish your calendar, contact systems, volunteer intake, basic tracking, digital presence, and internal responsibilities.

05 Recruit the first volunteer team

Start with dependable people who will actually show up. Build leadership before chasing volume.

Build Visibility

Now the campaign starts showing up consistently - in neighborhoods, community spaces, inboxes, and conversations.

06 Begin targeted voter contact

Launch canvassing, calls, relational outreach, and other voter-contact programs around your priority universes.

07 Create a repeatable volunteer rhythm

Give volunteers clear roles, predictable opportunities, and a reason to come back.

08 Establish community presence

Show up where voters already gather: local events, neighborhood meetings, community organizations, and issue-based conversations.

09 Test the message in the real world

Pay attention to the questions, objections, and phrases voters repeat. Good campaigns listen and adjust.

10 Track what is actually happening

Measure contacts, volunteer participation, response patterns, and follow-up needs instead of relying on activity alone.

Build Momentum

The final month of the launch window is about turning early activity into an operation that can scale.

11 Expand what is working

Increase the field and communications efforts that are producing meaningful voter contact and volunteer engagement.

12 Refine targeting

Use early results and voter feedback to sharpen where the campaign spends its next hour and next dollar.

13 Strengthen volunteer retention

Develop team leads, recognize reliable volunteers, and make the next action easy to understand.

14 Create the next-phase calendar

Map the upcoming campaign period around deadlines, voter-contact goals, major events, mail, digital, and GOTV preparation.

15 Protect the strategy

Do not confuse being busy with making progress. Every tactic should connect back to the path to victory.

THE TAKEAWAY

A campaign calendar tells you what to do. A campaign strategy determines why, where, when, and with whom you do it.

Need a strategy built around your race? Visit powellstrategicsolutions.com to request a consultation.