

# Campaign Planning 101:

## Allies and Opponents

*For larger or more complex campaigns, we recommend a more complete analysis of the “Lay of the Land.” For an expanded version of this handout that includes identifying team strengths and weaknesses, and favorable/unfavorable external factors, see “Campaign Planning 201: The Lay of the Land” on the Activist Resources Page.*

**Allies & Opponents** are your friends and foes in achieving your campaign goals. Think about other stakeholders and how their position might align with yours. Don’t forget to consider neutral parties, since these could be potential allies or opponents, depending on which stakeholders are able to persuade them.

- Who else is affected by your campaign issue(s)? Who cares enough about the issue to join your efforts?
- What other organizations are likely allies? Who shares your campaign goals? What resources might they bring?
- Who are likely opponents in your campaign? What are their strengths and weaknesses? What might they do or spend to oppose you?
- Are there any significant neutral parties or “persuadables” that could fall on either side?

Campaign Allies	Campaign Opponents
“Persuadable” neutral parties?	