



THE ACTIVIST'S ENGINE

Campaign Planning & Execution Toolkit

User Manual & Onboarding Guide

Field: Organizing & Campaigns · Bonus Blade · Offline.Ltd

11

TOOLS

6

BONUS FEATURES

100%

OFFLINE

∞

FREE UPDATES

This manual covers every tool, feature, and workflow in The Activist's Engine — an eleven-tool campaign planning and execution toolkit that runs entirely in your browser. Includes bonus features: Ask the Engine (command bar), What-If Simulator, Living Strategy Canvas, Narrative Forge, The Oracle, and AI Strategist. No servers, no accounts, no data collection.

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1 • Getting Started

The Activist's Engine is a single HTML file. No installation, no dependencies, no internet required.

System Requirements

BROWSER	VERSION	NOTES
Chrome / Edge	90+	Recommended. Full emoji and Web Crypto support.
Firefox	88+	Full support.
Safari	15+	Full support on macOS and iOS.
Mobile	iOS Safari 15+ / Chrome Android 90+	Fully responsive.

PRO TIP

Email the HTML file to yourself. You'll always have access from any device.

2 · Interface Overview

- **Header:** Logo (\), product name, field label, **⌘K** search button.
- **Tab Bar:** 11 tool tabs + **Files** (with amber unsaved dot) + **? Help**.
- **Content Area:** Input fields (cream), output fields (dark, monospace).
- **Tooltips:** Click/hover the circled **?** icons for context help.
- **Disclaimer Bar:** "Organizing tools are aids, not substitutes for community wisdom." + **v2.0**.

3 · Saving & File Management

Data lives in `localStorage`. Auto-saves within 800ms of any change.

Leave nothing on this device. In the Files tab there is a switch that turns persistence off entirely. With it on, nothing is written to the machine, what is already stored is erased, and closing the tab leaves nothing behind. Your work then exists only until you close it, so export before you finish. The switch is not remembered between sessions, because a saved setting reading "session only" is itself something found on a device.

Export/Import

- **Export All ↓:** Downloads `ax.engine.state_YYYY-MM-DD.json`
- **Export Encrypted:** AES-256-GCM via Web Crypto. Requires a passphrase of at least 12 characters. A short passphrase is not encryption: AES-256 with four characters falls in seconds. Saved as `.enc`.
- **Import All ↑:** Restores from `.json`. **Import Encrypted:** Restores from `.enc`.
- **Per-tool export/import:** Under INDIVIDUAL TOOLS in Files.
- **Clear All Data:** Permanently deletes all `localStorage` for this engine.

CAUTION

Importing overwrites ALL current data. Export first to keep a backup.

4 · Campaign Brief

Tab: Campaign Brief · Shortcut: ⌘1

Your campaign's DNA. Statement, issue area, type, theory of change, demands, and three-phase structure.

Inputs

FIELD	DESCRIPTION
CAMPAIGN STATEMENT	One sentence: who you are, what you demand, why now.
ISSUE AREA	Climate Justice, Housing Rights, Labor, etc.
CAMPAIGN TYPE	Grassroots / Electoral / Corporate / Legislative / Mutual Aid / Coalition.
THEORY OF CHANGE	How does change happen? What leverage?
CORE DEMANDS	Concrete demands. What does victory look like?
CAMPAIGN PHASES	Phase I (Build), Phase II (Escalate), Phase III (Win) with milestone cards.

Outputs

FIELD	DESCRIPTION
Phase Milestones	Cards seeded into Actions.
Snapshots	Versioned strategy comparisons.

PRO TIP

Keep your campaign statement under 30 words.

5 · Actions

Tab: Actions · Shortcut: ⌘2

Define every action with type, description, stakeholders, momentum shift, effort, and scoring (Reach/Urgency/Feasibility/Risk).

Inputs

FIELD	DESCRIPTION
ACTION NAME	Short descriptive name.
TYPE	Rally, Petition Drive, Direct Action, etc.
DESCRIPTION	What happens? The goal?
STAKEHOLDERS	Comma-separated names.
MOMENTUM SHIFT	e.g. Awareness → Pressure.
PHASE	Build / Escalate / Win.
EFFORT	1–10 points.
REACH	1–5.
URGENCY	1–5.
FEASIBILITY	1–5.
RISK	1–5.

Outputs

FIELD	DESCRIPTION
IMPACT SCORE	$(\text{Reach} \times \text{Urgency} \times \text{Feasibility}) \div \text{Risk}$, normalized 0–100.
✂ Action Brief	Auto-generated tactical brief with logistics and contingencies.

PRO TIP

Use ✂ Draft Action Brief for complete tactical planning.

6 · Impact Scoring

Tab: Impact Scoring · Shortcut: ⌘3

Ranked table of all actions by impact score. 70+ = high-impact, 40–70 = solid, <40 = rethink.

Outputs

FIELD	DESCRIPTION
Ranked Table	Columns: Action, Reach, Urgency, Feasibility, Risk, Score.

PRO TIP

Use 'Push Top 5 → Sprint' to queue your best actions.

7 • Stakeholders

Tab: Stakeholders · Shortcut: ⌘4

Map every player: position, underlying interest, vulnerability, trajectory, communication style, key quote.

Inputs

FIELD	DESCRIPTION
NAME	Full name/title.
ROLE	Target, Ally, Decision Maker, Opposition.
PUBLIC POSITION	Stated position.
UNDERLYING INTEREST	What they actually care about.
VULNERABILITY	Where exposed.
TRAJECTORY	How position shifts.
COMMUNICATION STYLE	How they respond.
KEY QUOTE	Captures their stance.

Outputs

FIELD	DESCRIPTION
Stakeholder Cards	Rich inline profiles.

PRO TIP

Named stakeholders automatically appear in AI Strategist action briefs.

8 · Campaign Tracker

Tab: Campaign Tracker · Shortcut: ⌘5

Set supporter targets, track current numbers, add custom metrics with sparkline charts.

Inputs

FIELD	DESCRIPTION
TARGET SUPPORTERS	Primary mobilization goal.
CURRENT SUPPORTERS	Count toward target.
CUSTOM METRICS	Any metric with comma-separated data points.

Outputs

FIELD	DESCRIPTION
Sparkline Charts	Trend lines with delta and trend indicator (Up / Down / Mixed).

PRO TIP

Add data regularly — 3+ points unlock the trend indicator.

9 · Action Sprints

Tab: Action Sprints · Shortcut: ⌘6

Sprint planning: effort targets, action goals, deadlines, status tracking (Planned → In Progress → Done).

Inputs

FIELD	DESCRIPTION
SPRINT NAME	e.g. Phase II Escalation.
START/END DATE	Sprint boundaries.
TARGET ACTIONS	Effort point budget.
SPRINT GOAL	What must be true when done?
ACTIONS TO EXECUTE	Items with name, effort, status.

Outputs

FIELD	DESCRIPTION
Capacity Bar	Effort vs target with OVER warning.
Stats	Actions, effort done/total, completion %, in-progress.

PRO TIP

'Pull from Actions' imports scored actions not yet in sprint.

10 · Intel Log

Tab: Intel Log · Shortcut: **⌘7**

Log meetings, recon, media intel, ally reports. Tag by topic, assess as Opportunity/Neutral/Threat.

Inputs

FIELD	DESCRIPTION
SOURCE TYPE	Meeting, Recon, Media, Ally report.
FROM	Source person/org.
INTEL	What you learned.
TAGS	Comma-separated topics.
ASSESSMENT	Opportunity / Neutral / Threat.

Outputs

FIELD	DESCRIPTION
Stats	Total, opportunity, neutral, threat counts + top themes.
Intel Cards	Quote, source, date, tags, badge.

PRO TIP

Tag consistently — the Oracle and Ask the Engine analyze tag frequency.

11 · Precedent Analysis

Tab: Precedent Analysis · Shortcut: **⌘8**

Study past campaigns. Compare element-by-element: tactics, scale, media, legal, outcome.

Inputs

FIELD	DESCRIPTION
YOUR CAMPAIGN NAME	Your column label.
ELEMENTS	Comma-separated comparison criteria.
PRECEDENT NAME	Historical campaign.
NOTES	Tactics, lessons learned.

Outputs

FIELD	DESCRIPTION
Comparison Matrix	Grid: campaigns × elements, rated ✓ Strong / ● Partial / ✗ Weak.

PRO TIP

Include at least one precedent that failed.

12 · Coalition & Network

Tab: Coalition & Network · Shortcut: **⌘9**

Map organizations by Power × Alignment. Four quadrants: Core Ally, Target, Base, Neutral.

Inputs

FIELD	DESCRIPTION
NAME	Org/individual.
ROLE	Union, NGO, Elected, Media, Community.
POWER	High/Low.
ALIGNMENT	High/Low.
STANCE	Champion/Supportive/Neutral/Resistant.
ENGAGEMENT	Weekly/Bi-weekly/Monthly/Ad hoc.
NOTES	Context, history.

Outputs

FIELD	DESCRIPTION
Power × Alignment Matrix	Four quadrants auto-populated.

PRO TIP

Oracle flags high-power resistant organizations.

13 · Communiqué Log

Tab: Communiqué Log · Shortcut: %0

Draft public statements. Auto-generates from sprint, tracker, manual entries. Narrative Forge included.

Inputs

FIELD	DESCRIPTION
TITLE	e.g. Press Statement — Phase II Launch.
DATE	Publication date.
SUMMARY	Key message.
DEVELOPMENTS	One per line.
CHALLENGES	One per line.

Outputs

FIELD	DESCRIPTION
Preview	Formatted communiqué.
History	Saved communiqués over time.
Narrative Forge	6 formats: Rally Speech, Funder, Social, Briefing, Press Release, Campaign Story.

PRO TIP

'Copy Done Items → Developments' pulls completed sprint actions.

14 · Deliver

Tab: Deliver · Shortcut: –

One-click documents from live data. Four types + Narrative Forge + What-If Simulator.

Outputs

FIELD	DESCRIPTION
Campaign One-Pager	Statement, overview, theory, demands, stakeholders, phases.
Full Campaign Plan	Complete plan with profiles and breakdown.
Intel Summary	Scoring, themes, completeness, progress.
Campaign Health Report	Balance, scoring, sentiment, risk flags.

PRO TIP

Export deliverables as standalone HTML via 'Export HTML'.

15 · Bonus: Ask the Engine

Command Bar · Shortcut: K

Cross-references all campaign data to surface insights, risks, and recommendations. All local.

Q U E R Y	R E T U R N S
"What to prioritize next?"	Top-scored actions + unaddressed threats.
"Generate actions from intel"	Action cards from recurring themes.
"Campaign risks"	Gaps, weak scoring, imbalance, incomplete profiles.
"Sprint health"	Load %, completion, overload warnings.
"Stakeholder gaps"	Incomplete profiles, unlinked stakeholders.
Any keyword	Full-text search across all data.

16 · Bonus: What-If Simulator

Projects 14–90 days forward with Base/Optimistic/Worst scenarios. Variables: add high-risk action, flip stakeholder, threat rise, supporter surge, lose champion, media win.

Calculates: supporter growth (Tracker), score projections (Scoring), threat shifts (Intel), phase progress (Sprint velocity).

17 · Bonus: Living Strategy Canvas

Full-screen interactive mind-map. orb (bottom-right). Layers: Actions, Stakeholders, Intel, Heat Map.
Force-directed physics. Drag nodes. Double-click to jump to tool.

18 · Bonus: The Oracle & AI Strategist

Oracle (orb): Persistent strategic insights — watches for patterns, imbalances, gaps. Auto-surfaces recommendations with one-click actions.

AI Strategist (<): Generates action briefs with objective, context, stakeholders, logistics, talking points, contingencies. All local.

Narrative Forge (✦): Six formats: Rally Speech, Funder One-Pager, Social Thread, Team Briefing, Press Release, Campaign Story.

19 · Keyboard Shortcuts

KEY	ACTION
⌘K	Ask the Engine
⌘1–9, ⌘0	Switch tool tabs
⌘S	Export all state
⌘Z	Undo
⌘⇧Z	Redo
Escape	Close modals/overlays

On Windows/Linux, replace ⌘ with Ctrl.

20 · Troubleshooting

JavaScript Disabled

Enable JS in browser settings.

Data Disappeared

Clearing browser data removes localStorage. Always export first.

File Won't Import

Must be valid JSON/ENC from this engine (knife ID: **ax**).

Impact Score 0

Set Reach/Urgency/Feasibility/Risk values in Actions.

Encrypted File Won't Decrypt

Exact passphrase required. No recovery mechanism.

21 · Accuracy & Limitations

FEATURE	ACCURACY	NOTES
Impact Scoring	Algorithmic	Relative ranking, not prediction.
What-If Simulator	Directional	Scenario thinking, not forecasting.
Campaign Health	Composite	Indicative index, not diagnostic.
Oracle	Pattern-based	Detects gaps, may miss nuance.
AI Strategist	Template-based	Deterministic, not AI inference.
Narrative Forge	Template-based	Review before publishing.

CAUTION

This is a planning aid, not a substitute for organizing judgment. Use encrypted exports for operational security.

22 · Glossary

- **Action:** A discrete campaign activity (rally, petition, direct action, etc.).
- **Alignment:** How closely goals match your campaign's objectives.
- **Assessment:** Intel classification: Opportunity, Neutral, or Threat.
- **Campaign Health:** Composite 0–100 index of overall campaign status.
- **Champion:** An org/individual who actively co-leads your campaign.
- **Effort Points:** Resource/labor estimate for an action (1–10).
- **Impact Score:** $(\text{Reach} \times \text{Urgency} \times \text{Feasibility}) \div \text{Risk}$, normalized 0–100.
- **Intel:** Information from meetings, recon, media, allies.
- **Momentum Shift:** How an action changes campaign dynamics.
- **Narrative Forge:** One-click story generator in six formats.
- **Oracle:** Persistent insight engine watching data patterns.
- **Phase:** I = Build, II = Escalate, III = Win.
- **Power:** Stakeholder's ability to influence outcomes.
- **Precedent:** Historical campaign studied for lessons.
- **Sprint:** Time-boxed action cycle with effort budget.
- **Stakeholder:** Person/entity with influence over campaign.
- **State File:** JSON export of all tool data.
- **Theory of Change:** Strategic hypothesis for how campaign succeeds.

23 · What This Protects You From, and What It Does Not

Read this section before you rely on this tool for anything that carries risk.

What it does protect you from

- **Interception in transit.** There is no transit. The file makes no network requests of any kind, and a Content-Security-Policy inside it instructs the browser to refuse them regardless of what the code attempts.
- **A provider being compelled.** There is no provider. Nobody holds a copy of your campaign, so nobody can be served with a warrant, subpoena or national security letter for it.
- **A company changing its mind.** No account, no terms that can be revised, no service that can be discontinued while your data is inside it.
- **Ordinary snooping of an exported file.** An encrypted export uses AES-256-GCM through the browser's own Web Crypto implementation. With a long passphrase it is genuinely hard to break.

What it does not protect you from

- **Somebody holding your unlocked device.** By default your campaign sits in browser storage in readable form. Anyone with access to the machine, or to a forensic image of it, can read it. This is the single most important limitation, and it is the one people most often assume away. Use the session-only switch if this is your threat.
- **Your operating system, or anyone with access to it.** Browser history, cache, session restore, swap and hibernation files, and backup software all live outside this file and outside its control.
- **A modified copy.** If you received this from someone other than offline.ltd, verify it against the published fingerprint in CHECKSUMS.txt before trusting it. A single HTML file is easy to alter.
- **Anyone you share the file with.** An exported state file is plaintext unless you encrypt it. Send the encrypted form, and send the passphrase by a different route.
- **Being compelled to open it.** No software can help with this. There is no hidden compartment in this tool and we will not pretend otherwise: a concealed second vault is readable in the source of any single HTML file, so it announces its own existence and makes matters worse rather than better.
- **Traffic analysis, informants, or physical surveillance.** This is a planning tool. It cannot address who knows you are organising.

If your threat is a state or an employer

Talk to people whose job this is before you rely on any tool, including this one. Front Line Defenders, Access Now's Digital Security Helpline and Tactical Tech all advise organisers at no charge and will give you better advice about your situation than any manual can.



THE ACTIVIST'S ENGINE

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Organize. Escalate. Win.

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