

THE ACTIVIST'S ENGINE

Campaign Planning & Execution Toolkit

User Manual & Onboarding Guide

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

11 TOOLS	3 BONUS FEATURES	 100% OFFLINE	 FREE UPDATES
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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.

Version 1.1 · For use with The_Activist_s_Engine.html

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1 · Getting Started

The Activist's Engine is a single HTML file. No installation, no dependencies, no internet required. Open the file in any modern browser and start organizing.

System Requirements

BROWSER	VERSION	NOTES
Chrome / Edge	90+	Recommended. Full emoji and Web Crypto support.
Firefox	88+	Full support. Emoji rendering may vary by OS.
Safari	15+	Full support on macOS and iOS.
Mobile browsers	iOS Safari 15+ / Chrome Android 90+	Fully responsive. Tab bar scrolls horizontally.

How to Open the File

Double-click `The_Activist_s_Engine.html` in your file manager. It opens in your default browser. On mobile, use your browser's "Open file" option or save the file to your device and tap to open.



PRO TIP

Email the HTML file to yourself as an attachment. You'll always have access to it from any device — even without your original computer. The file is self-contained: no images, fonts, or scripts to lose.

The Welcome Screen

On first launch, a modal welcomes you with a summary of the eleven tools and the data flow: Campaign Brief → Actions → Stakeholders → Score → Sprint → Intel → Deliver. Click "**Power up — let's organize**" to dismiss it. It will not appear again.

2 · Interface Overview

The Header

The header displays the product logo (■), the product name "THE ACTIVIST'S Engine", and the field label "Field: Organizing & Campaigns". The red accent colour (#C84040) runs through the entire interface as a unifying brand element. On the right, you'll find the ■ **Search & Analyze** button (also triggered by ■K) which opens the Ask the Engine command bar.

The Tab Bar

Eleven tool tabs occupy the left side of the bar: Campaign Brief, Actions, Scoring, Stakeholders, Tracker, Action Sprints, Intel Log, Precedents, Coalition, Communiqué, and ■ Deliver. Two system tabs sit on the right, separated by a border: ■ **Files** (with an amber unsaved-changes dot when data is modified) and ? **Help**. On mobile, the tab bar scrolls horizontally.

Content Area & Tooltips

Each tool panel fills the content area below the tab bar. Input fields use a cream background with dark text for readability. Output fields use a dark panel background with monospace text. Tooltips are accessible via the circled ? icons next to field labels — click or hover to reveal context-sensitive help.

The Disclaimer Bar

A persistent footer reads: "Organizing tools are aids, not substitutes for community wisdom." The version number (v1 . 1) and site reference appear on the right.

3 · Saving & File Management

Your data lives in your browser's localStorage. It persists between sessions on the same device and browser. No data is ever sent to any server.

Auto-Save

Every change triggers an automatic save to localStorage within 800 milliseconds. The amber dot (●) next to ■ Files indicates unsaved changes that haven't been exported to a file yet. After 15 minutes with unsaved changes, a reminder toast will prompt you to export.

Exporting State

1. Click the ■ Files tab.
2. Click **Export All** ↓.
3. A JSON file downloads: `ax.engine.state_YYYY-MM-DD.json`
4. Store this file safely — it is your complete campaign backup.

Encrypted Export

For sensitive campaign data, use ■ **Export Encrypted**. Enter a passphrase (minimum 4 characters) and confirm it. The file is encrypted with AES-256-GCM via the Web Crypto API and saved as a `.enc` file. Nobody — not even Offline.Ltd — can read it without your passphrase.

Importing State

1. Click **Import All** ↑ (for JSON) or ■ **Import Encrypted** (for `.enc` files).
2. Select your state file.
3. For encrypted files, enter the passphrase used during export.
4. All tool data is restored instantly.



CAUTION

Importing a state file **overwrites all current data** for all tools. Export your current state first if you want to keep it. The engine validates that the file's knife ID matches before importing.

Per-Tool Export

In the ■ Files tab under INDIVIDUAL TOOLS, each tool has its own Export ↓ and Import ↑ buttons. Use this to share specific tool data (e.g. just your Intel Log) without transferring the entire state.

Clearing All Data

The **Clear All Data** button (red, at the bottom of the Files tab) permanently deletes all localStorage data for this engine. A confirmation dialog prevents accidental deletion. The page reloads to a fresh state afterward.

**PRO TIP**

Name your exported files by campaign phase or date:

`ax.engine.state_2026-phase2-launch.json`. This makes it easy to find the right backup when you need to restore or compare versions.

4 · Campaign Brief

Campaign Brief · Shortcut: ■1

Your campaign's DNA. Define the campaign statement, issue area, type, theory of change, core demands, and three-phase structure with drag-and-drop milestone cards.

Inputs

FIELD	DESCRIPTION
CAMPAIGN STATEMENT	One sentence: who you are, what you demand, and why it matters now.
ISSUE AREA	The domain: Climate Justice, Housing Rights, Labor, etc.
CAMPAIGN TYPE	Grassroots, Electoral/Ballot, Corporate Pressure, Legislative Advocacy, Mutual Aid, or Coalition.
THEORY OF CHANGE	How does change happen? What leverage and power dynamics are at play?
CORE DEMANDS	Concrete, actionable demands. What does victory look like?
CAMPAIGN PHASES	Three columns — Phase I (Build), Phase II (Escalate), Phase III (Win) — each with milestone cards.

Outputs

FIELD	DESCRIPTION
Phase Milestones	Cards that can be moved between phases and seeded into Actions.
Snapshots	Versioned snapshots of your strategy for comparison over time.



PRO TIP

Keep your campaign statement under 30 words. If you can't, your demands may be too diffuse — or you haven't found the core leverage point yet.

Common Difficulties

PROBLEM	CAUSE & SOLUTION
Milestones don't appear in Actions	Click "Seed from Brief" in the Actions tab. Only milestones with titles transfer.
Lost an earlier version of the brief	Use Snapshot Version to save before major changes. Restore from History.

5 · Actions

Actions · Shortcut: ■2

Define every rally, petition drive, direct action, lobby day, and press conference. Each action gets a type, description, stakeholders involved, momentum shift, effort estimate, and four scoring dimensions (Reach, Urgency, Feasibility, Risk).

Inputs

FIELD	DESCRIPTION
ACTION NAME	A short, descriptive name for the action.
TYPE	Rally, Petition Drive, Direct Action, Lobby Day, Press Conference, etc.
DESCRIPTION / OBJECTIVE	What happens? What's the goal of this action?
STAKEHOLDERS INVOLVED	Comma-separated names of people/orgs involved.
MOMENTUM SHIFT	How this action changes the campaign dynamic (e.g. Awareness → Pressure).
PHASE	Phase I — Build, Phase II — Escalate, or Phase III — Win.
EFFORT	Effort points: 1 = minimal, 10 = massive mobilization.
REACH (1–5)	How many people this action affects or engages.
URGENCY (1–5)	Time sensitivity: 1 = flexible, 5 = now or never.
FEASIBILITY (1–5)	How achievable with current resources.
RISK (1–5)	Legal, safety, or political risk. Higher risk lowers the impact score.

Outputs

FIELD	DESCRIPTION
IMPACT SCORE	Calculated as $(Reach \times Urgency \times Feasibility) \div Risk$, normalized to 0–100.
Stat Cards	Total actions, total effort points, and per-phase counts.



PRO TIP

Use the ■ Draft Action Brief button on each action card to auto-generate a complete tactical brief with logistics checklists, talking points, and contingency plans.

Common Difficulties

PROBLEM	CAUSE & SOLUTION
Score seems too low	Check that Reach, Urgency, and Feasibility are all above 1. The multiplicative formula means low scores in any dimension drag down the total.
Actions feel disconnected from Brief	Click "Seed from Brief" to pull milestones into Actions automatically.

6 · Impact Scoring

Scoring · Shortcut: **■3**

A ranked table of all actions sorted by impact score. Scores 70+ are high-impact, 40–70 are solid, and below 40 may need rethinking.

Inputs

FIELD	DESCRIPTION
(Automatic)	Scoring pulls data from Actions. Edit scores in the Actions tab.

Outputs

FIELD	DESCRIPTION
Ranked Table	Action name, Reach, Urgency, Feasibility, Risk, and Score columns.



PRO TIP

Use "Push Top 5 → Sprint" to send your highest-scoring actions directly to the Action Sprint for execution.

Common Difficulties

PROBLEM	CAUSE & SOLUTION
Table is empty	Add actions in the Actions tab with titles and scoring values.
Sorting doesn't stick	Click "Sort by Score" — this reorders the actual Actions list permanently.

7 · Stakeholders

Stakeholders · Shortcut: ■4

Map every decision maker, ally, target, and opposition figure. Each profile captures their public position, underlying interest, vulnerability, trajectory, communication style, and a key quote.

Inputs

FIELD	DESCRIPTION
NAME	Full name or title of the stakeholder.
ROLE	Primary Target, Ally, Decision Maker, Opposition, etc.
PUBLIC POSITION	What position have they stated publicly?
UNDERLYING INTEREST	What do they actually care about? Re-election? Budget? Legacy?
VULNERABILITY	Where are they exposed? Upcoming election? Funding dependency?
TRAJECTORY	How is their position likely to shift over time?
COMMUNICATION STYLE	How they respond: media pressure, data, personal stories, etc.
KEY QUOTE	A quote that captures their stance.

Outputs

FIELD	DESCRIPTION
Stakeholder Cards	Rich cards with all profile fields displayed inline.



PRO TIP

Stakeholders named in an Action's 'Stakeholders Involved' field will appear in that action's AI-generated brief with full context.

Common Difficulties

PROBLEM	CAUSE & SOLUTION
Oracle flags 'incomplete stakeholder'	Fill in both Vulnerability and Trajectory — these are the most commonly missing fields.

8 · Campaign Tracker

Tracker · Shortcut: **■5**

Set supporter targets, track current numbers, and add custom metrics with sparkline charts showing momentum over time.

Inputs

FIELD	DESCRIPTION
TARGET SUPPORTERS	Your primary mobilization goal: petition signatures, rally turnout, coalition members.
CURRENT SUPPORTERS	Current count toward target.
CUSTOM METRICS	Add any metric (media hits, volunteer hours, petition signatures) with comma-separated data points.

Outputs

FIELD	DESCRIPTION
Sparkline Charts	Visual trend lines for each metric with latest value, delta, and trend indicator.



PRO TIP

Add data points regularly — even weekly snapshots — to build a clear momentum picture. Three or more points unlock the trend indicator (■ Up / ■ Down / ■ Mixed).

Common Difficulties

PROBLEM	CAUSE & SOLUTION
Chart not rendering	Ensure at least 2 data points exist. The tab must be active for charts to draw.

9 · Action Sprints

Action Sprints · Shortcut: **■6**

Plan short-cycle action sprints with effort targets, specific action goals, and deadlines. Track each item as Planned → In Progress → Done.

Inputs

FIELD	DESCRIPTION
SPRINT NAME	e.g. Phase II Escalation, Week of Mar 10.
START / END DATE	Sprint duration boundaries.
TARGET ACTIONS THIS SPRINT	Effort point budget for the sprint.
SPRINT GOAL	What must be true when this sprint ends?
ACTIONS TO EXECUTE	Individual items with name, effort points, and status.

Outputs

FIELD	DESCRIPTION
Capacity Bar	Shows current effort vs target with OVER warning.
Stat Cards	Total actions, effort done/total, completion %, and in-progress count.



PRO TIP

"Pull from Actions" imports all actions (sorted by score) that aren't already in the sprint. "Push Top 5 → Sprint" in Scoring does the same for just the top five.

Common Difficulties

PROBLEM	CAUSE & SOLUTION
Sprint shows OVER	Total effort points exceed the target. Remove low-priority items or increase the target.

10 · Intel Log

Intel Log · Shortcut: ■7

Log meeting notes, reconnaissance, media intelligence, and ally reports. Tag by topic and assess as Opportunity, Neutral, or Threat. The system tracks themes across all entries.

Inputs

FIELD	DESCRIPTION
SOURCE TYPE	Meeting, Recon, Media, Ally report, etc.
FROM	Source person or organization.
INTEL	What you learned: key quotes, observations, data points.
TAGS	Comma-separated topic tags: opposition, funding, timeline, media.
ASSESSMENT	Opportunity, Neutral, or Threat.

Outputs

FIELD	DESCRIPTION
Stat Cards	Total entries, Opportunity count, Neutral count, Threat count, top themes.
Intel Cards	Styled cards with quote, source, date, tags, and assessment badge.



PRO TIP

Tag consistently. The Ask the Engine copilot and Oracle both analyze tag frequency to surface unaddressed threats and recommend new actions.



CAUTION

Be cautious with sensitive intel. Use encrypted export for operational security.

11 · Precedent Analysis

Precedents · Shortcut: ■8

Study past campaigns and compare them element-by-element against your own. Define comparison elements (Direct Action, Media Strategy, Legal Track, Coalition Size, Wins) and rate each campaign as Strong, Partial, or Weak per element.

Inputs

FIELD	DESCRIPTION
YOUR CAMPAIGN NAME	Label for your column in the comparison matrix.
ELEMENTS TO COMPARE	Comma-separated: Direct Action, Media Strategy, Legal Track, etc.
PRECEDENT NAME	Name of the historical campaign.
PRECEDENT NOTES	What happened, key tactics, lessons learned.

Outputs

FIELD	DESCRIPTION
Comparison Matrix	Grid table with campaigns as columns, elements as rows, rated ✓ Strong / ■ Partial / ✗ Weak.



PRO TIP

Include at least one precedent that *failed* — understanding failure modes is as valuable as studying successes.

Common Difficulties

PROBLEM	CAUSE & SOLUTION
Matrix shows dashes	Select a rating (Strong/Partial/Weak) for each cell. Dash means no rating yet.

12 · Coalition & Network

Coalition · Shortcut: ■9

Map organizations, elected officials, media contacts, and community leaders by Power and Alignment. The Power × Alignment matrix auto-populates from your contact entries.

Inputs

FIELD	DESCRIPTION
NAME	Organization or individual name.
ROLE	Union, NGO, Elected, Media, Community, etc.
POWER	High or Low — their ability to influence the outcome.
ALIGNMENT	High or Low — how aligned they are with your goals.
STANCE	Champion, Supportive, Neutral, or Resistant.
ENGAGEMENT	Weekly, Bi-weekly, Monthly, or Ad hoc.
NOTES	Key context, history, capacity.

Outputs

FIELD	DESCRIPTION
Power × Alignment Matrix	Four quadrants: Core Ally (co-lead), Target (pressure), Base (activate), Neutral (monitor).



PRO TIP

The Oracle flags high-power resistant organizations as coalition alerts. Use the matrix to plan your engagement strategy.

13 · Communiqué Log

Communiqué · Shortcut: **■0**

Draft and track every public statement, press release, and campaign update. Auto-generates from sprint data, tracker metrics, and manual entries. Includes the Narrative Forge for one-click story generation.

Inputs

FIELD	DESCRIPTION
COMMUNIQUÉ TITLE	e.g. Press Statement — Phase II Launch.
DATE	Publication date.
SUMMARY	Key message or development.
KEY DEVELOPMENTS	One per line — wins and progress.
OPEN CHALLENGES	One per line — obstacles and risks.

Outputs

FIELD	DESCRIPTION
Preview	Formatted communiqué with mobilization data, completed sprint items, stakeholders, and precedents.
History	Saved communiqués for documenting your campaign's narrative over time.



PRO TIP

Click "Copy Done Items → Developments" to pull completed sprint actions directly into the Key Developments field.

14 · ■ Deliver

■ Deliver · Shortcut: —

One-click professional documents auto-populated from your live campaign data. Four deliverable types plus the Narrative Forge and What-If Simulator launcher.

Outputs

FIELD	DESCRIPTION
■ Campaign One-Pager	Statement, overview stats, theory of change, demands, stakeholders, phases.
■ Full Campaign Plan	Complete plan with stakeholder profiles and phase-by-phase breakdown.
■ Intel Summary	Impact scoring, intel themes, stakeholder completeness, progress overview.
■ Campaign Health Report	Phase balance, action scoring, intel sentiment, risk flags.



PRO TIP

Deliverables can be exported as standalone HTML files via the "Export HTML" button — share them with allies who don't have the engine.

15 · Bonus: Ask the Engine

Command Bar · Shortcut: **■K**

Press **■K** or click the **■ Search & Analyze** button to open the command bar. The Engine cross-references all your campaign data — actions, intel, stakeholders, sprint status — to surface insights, risks, and recommendations. All analysis runs locally.

What You Can Ask

QUERY	WHAT IT RETURNS
"What action should we prioritize next?"	Top-scored actions weighted by intel feedback, plus unaddressed threat themes.
"Generate actions from intel"	Creates action cards from recurring intelligence themes.
"What are our biggest campaign risks?"	Gaps: weak scoring, unresolved threats, phase imbalance, incomplete stakeholders.
"Sprint health"	Load %, completion %, in-progress count, overload warnings.
"Stakeholder gaps"	Finds stakeholders without complete profiles or absent from key actions.
Any keyword	Searches across all campaign data: milestones, actions, intel, stakeholders.

16 · Bonus: What-If Simulator

The Simulator projects your campaign 14–90 days forward under different scenarios. Pick a variable to tweak — or let the Engine auto-pick the highest-leverage one — set a time period, and run. Three alternate realities are calculated: Base Case, Optimistic, and Worst Case.

Variables

VARIABLE	WHAT IT SIMULATES
Auto — highest leverage	Engine picks the most impactful variable based on your data.
Add a high-risk direct action	Bold, high-visibility action with risk level 4/5 inserted.
Flip a stakeholder's alignment	A resistant high-power stakeholder shifts to supportive.
Intel threat level rises	Counter-campaign or opposition escalation doubles threat assessment.
Supporter surge (+40%)	Viral moment triggers 40% jump in supporter numbers.
Lose a coalition champion	Key champion organization withdraws support.
Major media coverage win	National media picks up campaign — reach scores jump.

The simulator calculates supporter growth curves from Tracker data, impact score projections from Scoring, threat level shifts from Intel sentiment, and phase progress from Sprint velocity. A campaign health composite combines all four into a single 0–100 score. Drag the timeline slider to scrub day-by-day through the projection.

17 · Bonus: Living Strategy Canvas

Click the ■ orb (bottom-right corner) to open a full-screen interactive mind-map of your entire campaign. Actions appear as colored circles sized by effort and positioned by phase. Stakeholders float as nodes connected by influence lines. Intel pins pop up as diamond markers. The layout uses a force-directed physics simulation that self-organizes.

Layers

LAYER	WHAT IT SHOWS
Actions	Colored by phase (red = Build, amber = Escalate, blue = Win). Score displayed inside.
Stakeholders	Green = ally, red = target, grey = other. Connected to actions they appear in.
Intel	Diamond markers colored by assessment. Connected to relevant actions/stakeholders by text match.
Heat Map	Highlights empty phases in red. Phase dividers shown as dashed lines.

Drag any node to reposition. Double-click a node to jump directly to that item in its tool tab.

18 · Bonus: The Oracle & AI Strategist

The Oracle

Click the ■ orb (bottom-right corner) to toggle the Oracle panel. The Oracle watches your campaign data in real time and surfaces strategic insights automatically. Insights include: highest-scoring actions not yet in sprint, stakeholders appearing in threat intel without linked actions, phase imbalance, recurring intel themes without actions, sprint overload, incomplete stakeholder profiles, and supporter momentum alerts.

AI Strategist — Action Briefs

Every action card includes a ■ **Draft Action Brief** button. Clicking it generates a comprehensive tactical brief containing: objective, strategic context, key stakeholder profiles, logistics checklist (scaled to effort level), talking points, and contingency plans (scaled to risk level). All generation happens locally — no API calls, no internet required.

Narrative Forge

Available in both the Communiqué and Deliver tabs, the Narrative Forge generates compelling campaign narratives from your live data in six formats: Rally Speech, Funder One-Pager, Social Thread, Team Briefing, Press Release, and Campaign Story. Each format pulls from your statement, demands, intel, stakeholders, tracker data, and sprint progress.

19 · Keyboard Shortcuts

■K	Open Ask the Engine command bar
■1	Switch to Campaign Brief
■2	Switch to Actions
■3	Switch to Scoring
■4	Switch to Stakeholders
■5	Switch to Tracker
■6	Switch to Action Sprints
■7	Switch to Intel Log
■8	Switch to Precedents
■9	Switch to Coalition
■0	Switch to Communiqué
■S	Export all state (download JSON)
■Z	Undo last change
■■Z	Redo
Escape	Close any modal, overlay, or panel

On Windows and Linux, replace ■ with Ctrl.

20 · Troubleshooting

JavaScript Disabled

The engine requires JavaScript. Enable it in your browser settings. Safari: Preferences → Security → Enable JavaScript. Chrome: Settings → Privacy → Site Settings → JavaScript.

Data Disappeared After Clearing Browser

Clearing cookies and site data removes localStorage. Always export before clearing browser data. Use encrypted export for long-term backups.

File Won't Import

Ensure the file is a valid JSON (.json) or encrypted (.enc) file exported from this specific engine. Files from other Offline.Ltd products will be rejected (knife ID mismatch).

Emoji Not Rendering

Some older browsers or system fonts may not support color emoji. Update your browser to the latest version. On Linux, install noto-color-emoji.

Tab Bar Cut Off on Mobile

The tab bar scrolls horizontally. Swipe left/right to access all tabs.

Impact Score Shows 0

All four scoring dimensions (Reach, Urgency, Feasibility, Risk) default to 1. A score of 0 means no scoring data exists. Set values in the Actions tab.

Encrypted File Won't Decrypt

You must use the exact passphrase from export. Passphrases are case-sensitive. There is no recovery mechanism — if you forget the passphrase, the data is unrecoverable.

Oracle Shows No Insights

The Oracle needs data to analyze. Add at least a few actions, stakeholders, or intel entries. Insights appear automatically when patterns are detected.

21 · Accuracy & Limitations

TOOL / FEATURE	ACCURACY	NOTES
Impact Scoring	Algorithmic	$\text{Reach} \times \text{Urgency} \times \text{Feasibility} \div \text{Risk}$, normalized. Useful for relative ranking, not absolute prediction.
What-If Simulator	Directional	S-curve projections based on current data. Useful for scenario thinking, not forecasting.
Campaign Health	Composite index	Weighted blend of score, threats, supporters, phase progress. Indicative, not diagnostic.
Oracle Insights	Pattern-based	Detects data gaps, imbalances, and recurring themes. May miss nuanced context.
AI Strategist Briefs	Template-based	Locally generated from structured data. Not AI inference — deterministic logic.
Narrative Forge	Template-based	Weaves data into narrative templates. Review and edit before publishing.
Sparkline Charts	Exact	Plots actual data points. Trend indicators require 3+ data points.



CAUTION

The Activist's Engine is a planning aid, not a substitute for experienced organizing judgment. Impact scores, health reports, and simulator projections are tools for thinking — not predictions. Always trust your community's wisdom and consult with experienced organizers. Exercise caution with sensitive information. Use encrypted exports for operational security. This product is provided "as is" with no warranties.

22 · Glossary

Action	A discrete campaign activity: rally, petition, direct action, lobby day, press conference, etc.
Alignment	How closely an organization or individual's goals match your campaign's objectives.
Assessment	Intel classification: Opportunity (positive), Neutral, or Threat (negative).
Campaign Brief	The foundational document defining statement, theory of change, demands, and phase structure.
Campaign Health	A composite 0–100 index combining impact scores, threat levels, supporter progress, and phase completion.
Champion	An organization or individual who actively promotes and co-leads your campaign.
Coalition	A network of organizations and individuals aligned around shared campaign goals.
Communiqué	A public statement or update documenting campaign progress, wins, and challenges.
Effort Points	A numerical estimate of the resources and labor required for an action (1–10 scale).
Encrypted Export	AES-256-GCM encrypted state file requiring a passphrase to decrypt.
Feasibility	Scoring dimension: how achievable an action is with current resources (1–5).
Impact Score	$(\text{Reach} \times \text{Urgency} \times \text{Feasibility}) \div \text{Risk}$, normalized to 0–100.
Intel	Any information gathered from meetings, recon, media, allies, or observation.
Momentum Shift	How an action changes the campaign dynamic (e.g. Awareness → Pressure).
Narrative Forge	One-click story generator that weaves campaign data into six narrative formats.
Oracle	Persistent strategic insight engine that watches data patterns and surfaces recommendations.
Phase	Campaign stage: Phase I (Build), Phase II (Escalate), Phase III (Win).
Power	A stakeholder's ability to influence the campaign outcome (High or Low).
Precedent	A historical campaign studied for tactical lessons and strategic comparison.
Reach	Scoring dimension: how many people an action affects or engages (1–5).
Risk	Scoring dimension: legal, safety, or political risk of an action (1–5). Higher risk lowers score.
Sprint	A time-boxed cycle of planned actions with an effort budget and completion tracking.
Stakeholder	Any person or entity with influence over or interest in the campaign outcome.

State File	A JSON export containing all tool data for backup, transfer, or sharing.
Theory of Change	The strategic hypothesis explaining how and why your campaign's approach will succeed.
Urgency	Scoring dimension: time sensitivity of an action (1–5).

THE ACTIVIST'S ENGINE

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Organize. Escalate. Win.

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