



# So you know the job is dangerous, what now? – Plan your campaign!

## What issues do you want to tackle?

Identify your issue: Your issue is the change you want to see as a result of your campaign. Clarify your issue by writing down the problem you want to tackle then flip the statement into a positive aim.

❖ What is the problem you want to tackle?

## Analyse the Situation

Why do you want to campaign on this issue?

What are the arguments to support this issue?

What are the root causes of the issue?

## Identify your objective

Keep it SMART – specific, measurable, achievable, realistic, time limited

❖ What is your objective?

## Who is your target?

Your target is the person or people with the power to make the change you want to see.

## Who can influence your target?

Who are the people who have influence on your target?

A power map can help you visualise who can help you bring about change.



## Decide on your tactics

What tactics will you use to influence your target?

## What methods will you use to put these into action?

e.g protest, social media, action, lobby politicians, petition, march, stunt, boycott, flash mob, sit in, other?

## Plan your communications

What is your campaign name?

Use a name that captures the change you want to see. Is it short enough to use as a twitter hashtag? Is it unique?

## Your 30 second pitch!

You need to be able to succinctly communicate what your campaign is all about.

If you have just 30 seconds to convince someone to support your campaign, what would you say?

Write down 3 key messages here:

1.
2.
3.

And finally **Monitor and Evaluate**

This will help you improve how effective you are and ensure you have the biggest impact possible.