

Campaign Planning 101

WHY TO PLAN YOUR CAMPAIGN

The time we spend in campaign planning leads to confidence that each task leads to a greater goal. With a good plan morale is high as we check tasks off our list. We focus our energy where it is most strategic. A plan allows us to measure our success or failure, and learn from our experiences. A campaign plan may take an hour, several days or weeks to develop. Ideally everybody involved with implementation of the plan will be present for the planning process.

ELEMENTS OF A CAMPAIGN PLAN

Campaign Aim/Goal: This is what you ultimately want to achieve. It should be a broad and short statement.

Campaign Opportunities and Risks: This involves research to find out what is happening on that issue at the present time, what has happened in the past and what may occur in the near future. This could lead to you discovering an opportunity you could take advantage of to help your campaign, or equally whether there is something that could derail your campaign or cause you difficulties. This is important as it will help to shape your objectives and tasks.

Campaign Objectives: This is where you break down your campaign aim into the smaller things you want to achieve. These are the things that will enable you to achieve your overall campaign aim. You should try to make each of your objectives SMART (specific, measurable, achievable, realistic and within a timescale).

Campaign Stages: It is highly unlikely that you are going to be able to work on all of your campaign objectives at the same time. A much better way to work is to look at your objectives, what they involve and the timescales you have set for them. Then divide your campaign into different stages. Often, your objectives will follow each other in a logical sequence so the order will be clear. If not, build up your stages into what is easiest to what is most difficult.

Campaign Tasks: For each stage, take the objective or part of the objective that you are going to be working on, and break it down into the tasks you will need to do to achieve that. This will include things like research, outreach to the base, outreach to allies or potential allies, materials design, organizing meetings or conference calls, etc. The tasks should be as specific as possible, and should include details of how they are going to be done.

Campaign Action Plan: After you have worked out what the first stage of your campaign is and the key tasks needed to deliver that, you then need to put this information into an action plan. Draw a table with the objective (or part of the objective) you are going to be working on across the top, the different tasks listed underneath, and then work out who in the group is going to do each task, and when. Remember to include a column in your table for monitoring, so you are clear about how you are going to check that you are on track. The best way of doing this is to set aside 5-10 minutes at the beginning of each week to see what tasks have been met.

It's usually a good idea to also include:

Campaign Rationale: This should be a statement about why you are going to campaign on this issue. Why have you picked this campaign aim and why is it important? This will enable you to communicate effectively when questions arise about the campaign. It will also help you to pinpoint how necessary the campaign is and prioritize your work.

Campaign Message: This is a short, snappy statement that will be your key communication tool internally and externally. It should be a simple message about your campaign issue that you want people to remember, and which will encapsulate why the issue is important and why people should care about it. It should be the way in which you engage people in your campaign.

Example Campaign Plan

Goal: To increase public awareness and understanding of recycling.

Opportunities

- The Council recognizes that there is a problem with people not participating in curbside recycling, and want to address this. They seem to be looking for guidance on how to do this.
- National surveys have shown that people would recycle if only it was made easier.
- The local media has recently featured several stories about the poor level of recycling in the area.
- Our town has to meet the Government's targets of 25% of waste being recycled/composted by 2010.

Risks

- The Council may well decide that it has priorities other than recycling.
- The Council is in budgetary difficulties, and so may not want to put any money into producing a recycling guide.

Objectives:

1. By June 2005, to have produced a recycling guide in partnership with the Council to promote curbside recycling and explain to people why recycling is so important. To have gotten the Council to distribute the guide to every household in town.
2. By December 2005, to have run six events in town, one in the town center and five in each of the key suburbs, to promote the recycling guide, engage people in recycling and find out how many are/aren't recycling, and what would encourage them to do more.
3. By March 2006, to have worked with the Council on drawing up a plan to get more people recycling based on the results of the survey.

Campaign Stages:

The three campaign objectives follow-on logically from one to the other, and so will be tackled in that order. This means the campaign will have three stages, with each one referring to the relevant campaign objective.

Stage One: The Recycling Guide

Stage Two: The Events

Stage Three: The Public Survey and Way Forward

Campaign Tasks:

Stage One: The Recycling Guide

- Get ahold of good recycling guides produced by other local authorities to use as a model.
- Contact a couple of those authorities to find out how they produced the guide, the cost, how long it took, who in the Council took the lead, distribution and how successful it has been.
- Arrange a meeting with the Council to discuss the recycling guide idea, taking along all the information gathered to make a convincing case.
- If the Council agrees to produce one, work on how the group can collaborate, and when they are going to have it completed by (designate a member of the group to take the lead liaison)
- Monitor the Council's progress with the guide and ensure it is distributed to all households in town.



Stage Two: The Events

- Identify what characteristics would make a good time/location for an event. Using these characteristics, identify suitable locations for an event in both the town center, and the suburbs.
- Contact the Council about getting permission to host an event in those areas.
- Decide on dates and times for each of the events and book them (if appropriate).
- Decide on how we want the events to work; what will we need in terms of resources, materials, equipment, and make sure we get all of these well in-advance.
- Design and print the public survey.
- Decide how we are going to publicize the events (ie in the local press, posters etc).
- Produce the publicity materials and get them displayed.
- Do a press release and send out (if appropriate).
- Decide who is going to be involved in the event, and who will do what.

Stage Three: The Public Survey and Way Forward

- Analyze the results of the public survey, and put them into an effective visual format.
- Use the results of the survey to work out what we as a group feel needs to be done to get more people recycling (a list of things, in priority order, that we would like the Council to do).
- Do a press release about the survey results (include a photo).
- Present the results to the Council (either the Cabinet member for the Environment or the Mayor)- make it a photo opportunity for the local press.
- Arrange a meeting with the council officers to discuss the results and work out the way forward.

Campaign Action Plan:

Stage One – The Recycling Guide

Task	Deadline	How to do it	Who will do it	Date Completed
Get ahold of other Council's recycling guides	End of November	Look at FOE's recycling league table to find good Councils, and ring them to see if they have a guide or other recycling materials	Frankie	

Campaign Rationale

This is a very good time to be campaigning on recycling because the Council is under pressure to meet Government targets, and knows that despite having introduced a curbside collection, without extra work to get more people to use it, they are going to fail to meet their targets. It's also an issue the local press have picked up on, so the Council do seem committed to doing something about it.

Campaign Message

We need to drastically reduce our use of natural resources if we want there to be enough for future generations. Recycling is a brilliant way of doing this, as well as minimizing the amount we bury in landfill sites which pollutes the air, land and water. YOU can help protect the environment for your children and grandchildren simply by using your recycling bin.

