



Campaigning

Tips to get you started

There are many factors that can contribute to a successful campaign but here we outline some tips that we hope can help you get started.

The ability to plan and organise action intended to achieve a specific goal, whether it is fighting for or against something or raising people's awareness is an essential part of many organisations work.

- 1 Consider the environment around you and whether the timing is right now for this campaign.
- 2 Be clear what your message is and what the aims of your campaign are.
- 3 Be sure you have the time and resources to take on the work and maintain the momentum.
- 4 Build up a solid evidence base for your argument and pull out key facts to highlight.
- 5 Be clear who it is you want to influence and why.
- 6 Define specific, achievable goals along the way to achieving your vision.
- 7 Draw up a clearly thought out strategy for your campaign.
- 8 Involve your users in your campaign where possible.
- 9 Identify what drives those you are trying to influence and see if you can find any common ground.
- 10 Communicate your message using language that those you are targeting will easily understand. You may need to adapt your language to suite different audiences.
- 11 Consider what strategies are appropriate depending on who you are trying to influence e.g. would a direct action stunt work well or is a more low key approach better?
- 12 Carefully consider timing when planning what actions to take and ensure you are aware of any key opportunities.
- 13 Be ready to answer questions and decide who your spokesperson is to talk to the media.
- 14 Reflect on and review the actions that you take to ensure you learn from experience.



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Campaigning in collaboration

Collaborating with other organisations can strengthen your campaign. You:

- ◆ can pool resources and share skills and knowledge of your subject area
- ◆ may be able to gain wider public support than you would on your own
- ◆ may be able to influence at a greater number of different levels
- ◆ can show strength in numbers – this gives you more legitimacy, attracts more attention and makes you difficult to ignore!

When campaigning with others remember it is important to ensure that you have good, open and honest communication. You will especially need to take time to agree on your aims and strategy for the campaign. Remember it is important to speak with a united voice and give out a clear message.

Resources

NCVO – Campaigning Effectiveness Programme

‘Getting you started’ information sheets as well as a more comprehensive booklet entitled ‘Top Tips on Good Practice in Campaigning’.

www.ncvo-vol.org.uk/campaigningeffectiveness

They also organise Forum for Change, a network for people influencing policy and campaigning for change

www.forumforchange.org.uk



Seeds for Change

Useful guidance on planning your campaign.

www.seedsforchange.org.uk/free/strategy

British Institute of Human Rights

Materials and workshops on how to use human rights legislation.

www.bihar.org.uk, tel: 020 7848 1818

Women’s Resource Centre

Support for women’s rights and many useful resources.

www.wrc.org.uk/resources

Equality & Human Rights Commission

Information, policy and support for rights and equality issues.

www.equalityhumanrights.com, tel: 0845 604 6610

Campaign Central

New resources and details of current campaigns are added all the time to this fairly new website from Sheila McKechnie Foundation.

www.campaigncentral.org.uk

Louder

Launched in October this site aims to be a new online home for campaigners by drawing together a range of social media tools for people who want to change the world.

www.louder.org.uk