



STEPS TO CAMPAIGNING SUCCESS

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Steps to Campaigning Success

The following handbook will allow you to think of the next steps for your campaign.

Now you have highlighted what your topic is, what can you do next to really make your campaign stand out?



Step 1: Set Your Goals

Campaigners set out their goals in a '**manifesto**'- a document that clearly states what needs to be done and how.

Before you write it, think again about what you want, in what way your community will be improved, and how you might achieve your goals.

Don't forget that raising awareness of something is the basic aim of most campaigns.

Step 2: Become An Expert

Knowledge is crucial to running a successful campaign. Detailed information- facts, figures and case studies – will help you make a case for change.

Our Manifesto

The Issue



Make this into a poster
or write it up on paper
so you always
remember the aims of
your campaign.

Our goal is:

Our community will be improved by this change because :

We will achieve our goal by

1.

2.

3.

Step 3: Create A Resource Pool

For your campaign to be a success you'll need both support and resources. You will already have some people in your team who have many skills but you could also reach out to other people who can help.

Who can offer advice and/or resources?

Is anyone already campaigning on the same issue?

Who will agree with your point of view?



Step 4: Know Your Opponents

It's important to know and understand your potential opponents and any obstacles to the furthering of your cause.

You'll have to respectfully challenge your opponents' arguments and possibly persuade them to your point of view.

1. Potential Opponents

Think carefully about who might be against your campaign:

Who is likely to oppose you?

What reasons do they have for opposing you?

What arguments can you use against them?

2. Potential Obstacles

Think carefully about what other obstacles you might face during your campaign, as well as potential ways to overcome them.

Step 5: Plan for Success

As you work in a team it would be easier to start to allocate different roles and jobs.

Who is going to deal with press, events, or research?

Make a list of everyone's roles here:



Plan your Campaign

When planning you need to think about what needs to be done, who needs to do it and what the deadline should be. You may want to look back at your manifesto. Remember that a good plan is specific about tasks and deadlines.

What Needs To Be Done	Who Needs To Do It	Deadline

Step 6: Campaign Tactics and Getting Your Message Across

There are lots of different ways to get your message across—sometimes it's the most creative ideas that will make the most impact. You can get ideas by looking at other campaigns, including historical ones.

You could...

write a poem

DESIGN A T-SHIRT

WRITE A PLAY

Create campaign art

write a leaflet

Write to influential people

make a film

DESIGN A POSTER

DESIGN A LOGO

Organise an event

Organise a petition

Your Challenges

Now that you have nailed down your campaign we want to set your team two challenges. To complete by the **19th Feb 2018**.

Challenge 1

Get local press coverage of your campaign

The local press could be the newspaper or radio station, who want stories happening in the community. A press release is the best way to let them know about your campaign. There is a template press release on the next page.

Challenge 2

Tell your local MP about your campaign

Your local MP will be connected with loads of people in the local area. You could try and get them to retweet a post or even meet them to discuss your campaign and get support. There is template email and also where to find contact details for your MP on the next page.

Write A Press Release

To get coverage on TV and radio, and in newspapers and magazines, you will need to write a press release. This explains what you are doing, why it is important and how people can find out more information about your campaign. Start by thinking of an **eye-catching title**, then use the following headings to help you build up the text of your press release.

When you email your press release to the local paper or radio station, make sure you **ring up to check they have received it**. Journalists receive hundreds, sometimes thousands of press releases a day – try and speak to someone to check they have it and to ask whether they might be willing to cover your story.

Title

What's happening and how does it fit into your campaign?

What is your campaign about?

Why is this important?

Who is running the campaign?

Add a quote from someone involved in your press release. Keep it short and snappy.

Always add an image that captures your story-perhaps your release is about an event you are planning. Send a photo of your campaign team holding up a poster about the event.

Give readers a call to action- where can they get more information, attend an event etc.

For further information about our campaign, please contact:

Contact your local MP

Your local MP is there to find out what issues are facing the local community and would love to hear about your campaign.

You can find out who your local MP is using the website

They Work For You

<https://www.theyworkforyou.com/>

Using the information from the press release, you could try to book a meeting with your MP, tweet them or get them to share your campaign materials.

