



A Quick Guide to Campaigning

Based on lessons learnt from
the Volunteer Activist 2014

The common idea - Find the common ground!

We all have our ideas and visions about society or specific issues in society. What changes do you want to see in society, in your neighbourhood, in your school? Do a power analysis/mapping of individuals' different wishes, thoughts and interests. Map also what you think your society/neighbourhood/school etc. needs. Do you see a common point of departure?

Setting the goals - Are your goals SMART?

S

Specific: What exactly do we want to achieve with the campaign? Be clear and direct by using words indicating a "direction", for example: *increase* women's participation in sports events, *reduce* waste in the neighbourhood, or *develop* school materials about human rights.

M

Measurable: How can we assess the impact of our campaign and whether we met our goal(s)? Numbers are good. Take your time to think about which evaluation measures are relevant to your campaign/ project and to the change you want to initiate. What is it that you want to measure?

A

Achievable: Is the goal(s) achievable? If it is too vague or too general, it is unlikely that you will achieve your objective(s).

R

Realistic: Is the goal(s) realistic? It does not have to be easy to meet the goal you set but it has to be feasible.

T

Time bound: When is the campaign expected to come to an end or the goal to be reached? Set a date when everything should start and end.

(L) The extra 'L' stands for "limited". Limit and define well what you want to do – it will help you achieve your objectives. Remember to see the big importance in small progress!

Partnerships

Partnerships with other people and organisations can make the campaign more successful. Responsibilities can be divided thus avoiding a very heavy work load for those involved, and you can get new, fresh perspectives and ideas for meeting your goals. This will ensure that the message of the campaign is spread more widely through various channels. It could also be the opportunity to build important connections for the future. Partnerships can range from local supermarkets (to sponsor food, snacks or materials for your campaign), to similar organisations, radio stations and other media.

An example: How to plan and pinpoint the goals of your campaign

