

## Planning your campaign

Answering the questions below and reading the tips in this worksheet will help you plan your campaign.

### Spreading the workload

All of the best projects and campaign involve a lot of teamwork and trust, remember *many hands make light work!* To work well as a team it is important for every member to work to their own strengths, a great way of doing this is by assigning team roles.

You can assign team roles such as:

- campaign manager
- lead researcher
- creative director
- communications manager
- events manager
- media director

### What do you want to tell people with your campaign?

To run an effective campaign you need to be clear about what you are trying to tell people. When you have researched your topic answer these questions as a team:

- What did we find out by researching our topic? What issue stands out or concerns our team most, what issue do we want to make people aware of?

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- What do we want to do about this issue?

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- How will we influence people? What action would we like them to take?

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- What are the benefits for people taking this action? Will it help prevent climate change?  
Save people money? Be good for their health?

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- What is the message you want to get across to others with our campaign?

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**Remember**, your campaign must link clearly to your topic, and be relevant to your audience.  
Always make sure that your message is clear, concise and simple.



## How will you share your message?

When sharing your message, you should always pick methods that will appeal to your target audience e.g. a puppet shows will appeal to younger children, while a newspaper article will appeal more to adults.

These are some ideas to get you started, including approaches used by last year's project participants:

- create posters, leaflets, newsletters, a web page, a magazine.
- have an in-school debate or invite a speaker.
- create social media accounts to spread your message, Facebook, Twitter and Instagram are great ways to further spread your message.
- write and perform a play or puppet show.
- a song, a jingle or a poem are great ways to creatively get people thinking.
- create a splash with public art
- organise a flash mob and catch it on film.
- make up fun games.
- write a press release to newspapers, radio and TV.
- make your own radio or TV ads.
- design and create merchandise for your campaign: bookmarks, badges, diaries, t-shirts.
- Christmas cards and decorations.
- have an information stand for staff in a local business

Brainstorm as a team and make a list of ideas and ask yourselves:

- Which ones are practical for us to do in the time we have?
- Do we have or can we get the materials that we'll need?



### **What is your team's campaign objective?**

Be clear on who your target audience is. Set yourselves clear targets on what you hope to achieve with your campaign.

For example, you may want to;

- reach 200 adults (i.e. 200 people have heard/seen your campaign).
- have 100 teens visit your campaign website or Facebook page.
- get 50 children to pledge to combat climate change.
- increase the number of students at your school or a local business that walk, cycle or take the bus to school or work by 20%.

### **Planning your campaign**

Planning is vital! The secret to running a successful campaign is preparation. Below are some top tips for getting prepared:

- Pick a name for your campaign that will attract your target audience
- You may want to design a logo or a brand and come up with a slogan. These should all:
  - Appeal to your target audience
  - Relate clearly to your campaign topic
  - Be simple and easy to include in campaign materials
- Make a list of all the jobs that need to be done to make each part of your campaign happen (e.g. ask permission, invite a speaker, arrange the room, invite people to attend, make posters to advertise your event, have refreshments, thank everyone, tidy up)
- Divide these jobs among the team – it can be good to work in pairs or small groups
- Agree a campaign timeline with deadlines for the team members to stick to
- Do you need permission/consent for any part of your campaign?



### Things to remember when you are designing your campaign materials

- Anything you claim must be true and accurate. Can you back it up?
- Try to be consistent in your communication style and the tone of voice of your campaign or brand, for example, don't promote a message in a serious way one day and in a funny way the next
- If you are designing a logo/ad, ensure it remains consistent across the portfolio of ads you create, this makes it easier for your target audience to recognise your brand
- If you are using other people's content or photos etc., make sure you gain their permission first
- Remember, grammar counts! Proof read all of your material for grammar and spelling mistakes
- Always make sure that what you are saying is clear, concise and simple
- Questions – There will always be people who will ask questions regarding the campaign and the key messages delivered through press releases and written articles. It is important to be able to answer any questions that may arise through social media, email or even in person!

