

## Planning your One Good Idea Campaign

### What is a campaign?

A campaign is a planned set of activities that share a similar message. It has a call to action, or end goal in mind. People can campaign, meaning they can work in an organised and active way to reach a goal (usually a political or social one).

Answering the questions below and reading the tips in this worksheet will help you plan your One Good Idea Campaign.

### Step 1: Assign Team Roles

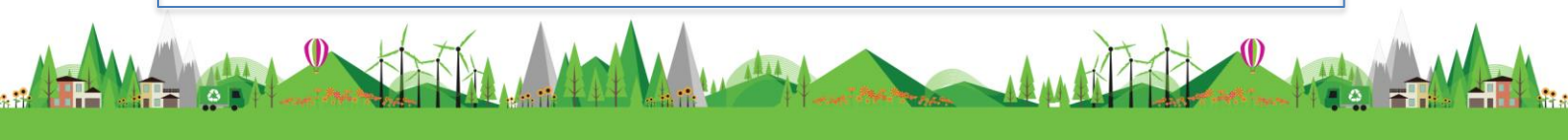
The best projects and campaigns involve a lot of teamwork and trust; remember, *many hands make light work!* To work well as a team, it is important for every member to work to their own strengths.

A great way of doing this is to assign team roles, such as:

- Campaign Manager: \_\_\_\_\_
- Lead Researcher: \_\_\_\_\_
- Creative Director: \_\_\_\_\_
- Communications Manager: \_\_\_\_\_
- Events Manager: \_\_\_\_\_
- Media Director: \_\_\_\_\_

### Step 2: Know your Target Audience

- Who are you trying to reach? \_\_\_\_\_
- What are they interested in? \_\_\_\_\_
- What inspires them? \_\_\_\_\_
- What is the best way to encourage them? \_\_\_\_\_
- How will you get them to watch your film? \_\_\_\_\_



### Step 3: What do you want to tell people?

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:

1. What 3 main things did we find out through our research?


1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

2. What issue do we want people to be aware of?

3. What do **we** want to **do** about this issue? How will you influence people? (*Do you want to educate people on more vegetarian options by creating a recipe book?*)

4. What action(s) would we like people to take? (*Do you want to encourage people at your school to eat one meatless meal a week?*)

5. What are the benefits for people taking this action? (*Will it prevent climate change? Help people save both energy and money? Be good for their health?*)



## Step 4: Sharing your message

When sharing your message, you should always think about how it will relate to your audience, e.g. a puppet show may be exciting for young children, while a newspaper article may be interesting to adults. A typical campaign uses a variety of tools to spread their message to many audiences and have a wide outreach.

Check the 'How to Promote your Campaign and Film' worksheet for some promotional ideas to get you started.

With your team, brainstorm the ways you can promote your campaign and film. You do not have to do all the ones that you list, but it is a good way to start thinking of ideas!

<b>Idea</b>	<b>When/Where</b>	<b>What will you do?</b>
<b>Events:</b> <i>(i.e. bake sale)</i>	<i>(i.e. October 2<sup>nd</sup>/School)</i>	<i>(i.e. Sell cookies to raise money for a classroom solar charger)</i>
1.		
2.		
3.		
<b>Media:</b>		
1.		
2.		
3.		
<b>Social Media</b>		
1.		
2.		
3.		
<b>Promotional Material:</b>		
1.		
2.		
3.		



## Step 5: Outreach

How many people do you want your campaign to reach? Set realistic targets on the outreach figures you hope to achieve with your campaign. For example, you may:

- Have 100 students attend your film screening
- Get 50 children to pledge to combat climate change
- Increase the number of students at your school that walk, cycle, or take the bus by 20%

Remember to record the number of people attending an event or the number of viewers who have watched your film on youtube or at any film screenings you host.

What is your estimated outreach for:

- **Events:** \_\_\_\_\_
- **Media:** \_\_\_\_\_
- **Social Media:** \_\_\_\_\_



## Step 6: Planning

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

1. Pick a name for your campaign that will attract your target audience

2. Design a logo or brand

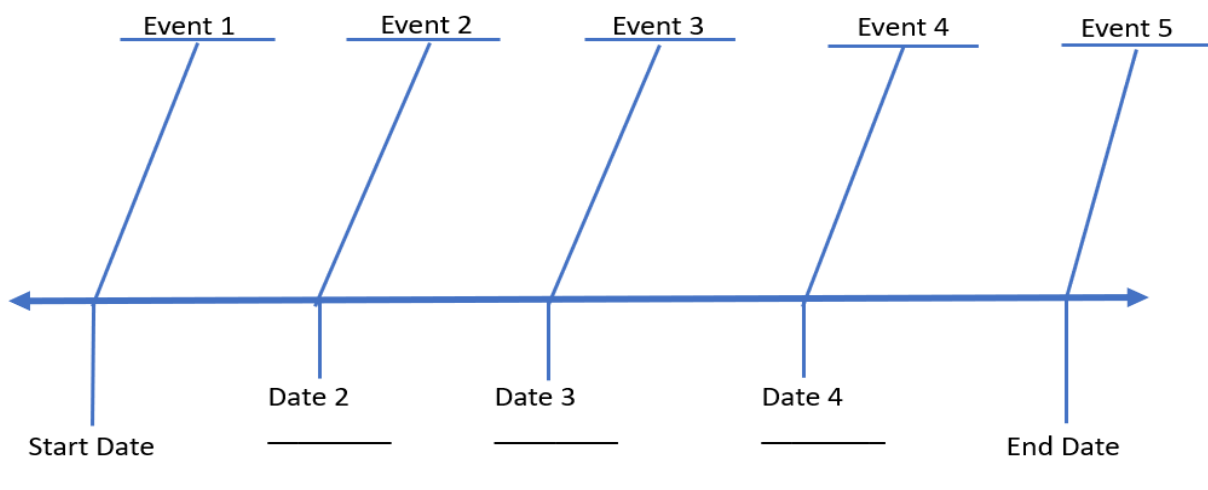
3. Come up with a catchy slogan!



4. Make a list of some jobs that need to be done to make each part of your campaign happen (e.g. ask permission, invite a speaker, arrange the room for an event, make posters, organise refreshments, tidy up etc). Divide these jobs among the team (think about the team roles you just filled out!). You can work in pairs or small groups too.

Job	Who is responsible?
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	

5. Agree on a campaign timeline with deadlines for your team:



**What the judges are looking for:**

- Originality and creativity
- One clear idea and message across all chosen media
- Correct information about your chosen topic
- Communicating to your target audience
- How does your idea and message look across your chosen media?
- Results—how have you measured your campaign’s effectiveness? How many people did you reach? How many people watched your film?
- Do you think it has helped to change people’s behaviour?

