



Steps to Campaigning Success

STUDENT HANDBOOK

We all have the power to change the world.

Every day, millions of people, both locally and globally, are making an impact through active campaigning.

Now it's your turn!

The following handbook will inspire you to run a campaign of your own, and guide you through the process by helping you:

- ☒ identify your issue
- ☒ set your goals
- ☒ become an expert
- ☒ create a resource pool
- ☒ know your opponents
- ☒ plan for success
- ☒ develop campaign tactics and get your message across

This is your chance to make an impact!

STEP 1

IDENTIFY YOUR ISSUE

Many of the campaigns we know well are international and recruit campaigners, raise funds and attract media attention on a large scale.

However, it is often just as important and powerful when smaller groups take action and make an impact on behalf of a cause they believe in.

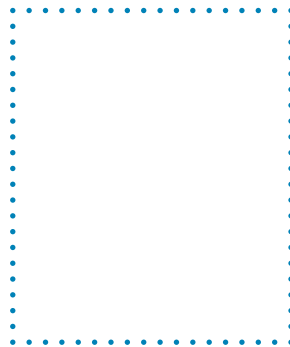
WHAT IS A COMMUNITY?

A community is a group of people that shares something or has a common interest.

WHAT IS YOUR COMMUNITY?

Draw yourself in the centre of the page - between the dotted lines. Think about all the different communities that are

part of your life. Next to your picture, write down all the things you care strongly about or are very involved with. These could include your family, your school, your friends or interests such as football or music. List the things that you are least interested in further away from the image.



Compare your results with your friends. Think about one of the communities that you say you are all part of.

- How could that community be changed for the better?
- Where might a campaign make the biggest difference?
- Write some notes here.

STEP 2

SET YOUR GOALS

You've decided on the problem or issue you want to address. Now you need a clear vision of the change you want to make.

1. WRITE A MANIFESTO

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. Be realistic about what you can achieve. Don't forget that raising awareness of something is the basic aim of most campaigns.

WHO DO YOU NEED TO INFLUENCE?

Who do you need to influence to make things change? It could be teachers, parents, politicians or other children and young people.

People who have authority over me:

.....
.....

People who have equal authority:

.....
.....

People I have authority over:

.....
.....



Our Manifesto

The issue:

Our goal is:

Our community will be improved by this
change because:

We will achieve our goal by:

1.

2.

3.

STEP 3

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. Before you start campaigning, you'll need to do some research. Remember that you can find a range of publications by visiting a library. Fill in the grid below.

1. BUILD A KNOWLEDGE BANK



What do you need to know?

What do you know already?

Where can you find the information?

How will you record what you find out?

STEP 4

CREATE A RESOURCE POOL

For your campaign to be a success, you'll need both support and resources. You will already have some skills in your group. Think about other people who could help you. Campaigns often recruit advocates and allies to help promote their cause.

ALLIES AND ADVOCATES

Allies are people or organisations who are working towards the same or a related goal. Working with others could save resources and give your campaign more impact. Certain people could also act as an advocate and make an argument on your behalf.



- Who can offer you advice and/or resources?
- Is anyone already campaigning on the same issue?
- Who will agree with your point of view?



STEP 5

KNOW YOUR OPPONENTS

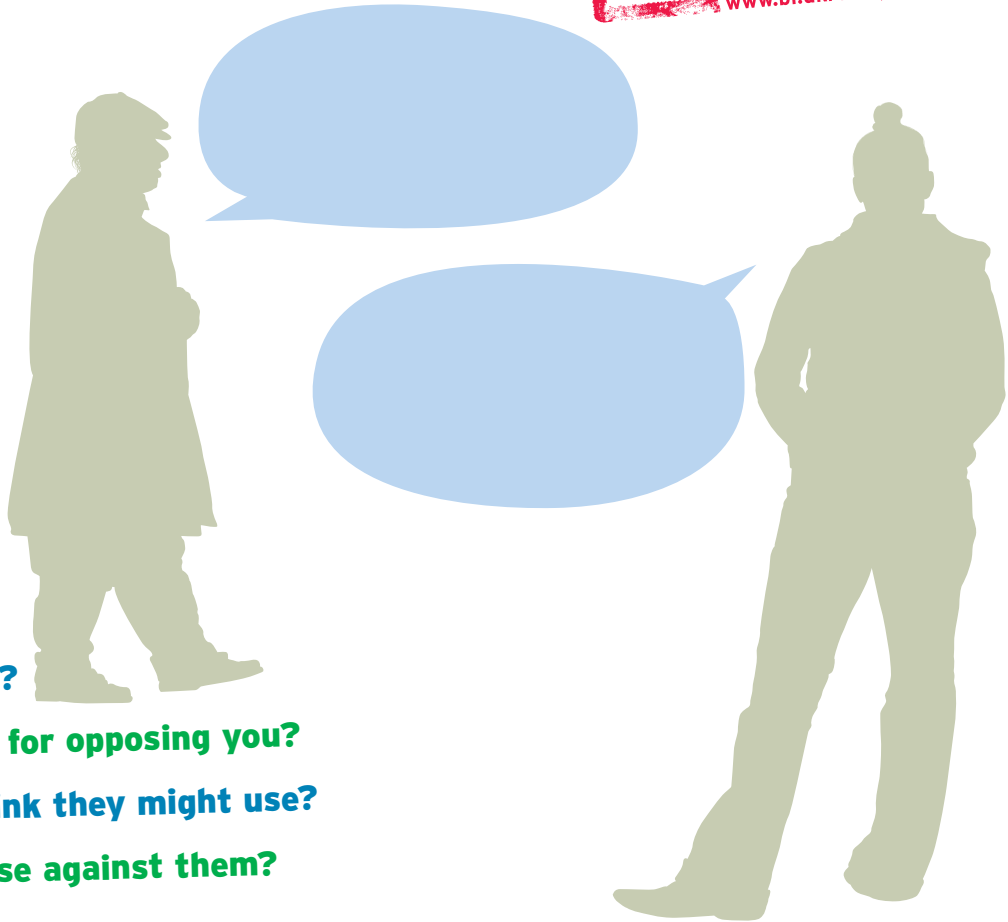
It's important that you know and understand your potential opponents and any obstacles to the furthering of your cause. You'll have to challenge your opponents' arguments and perhaps even persuade them to your point of view. Remember that everyone is entitled to their own point of view and that you should respect others' opinions, even if you don't agree with them.



1. POTENTIAL OPPONENTS

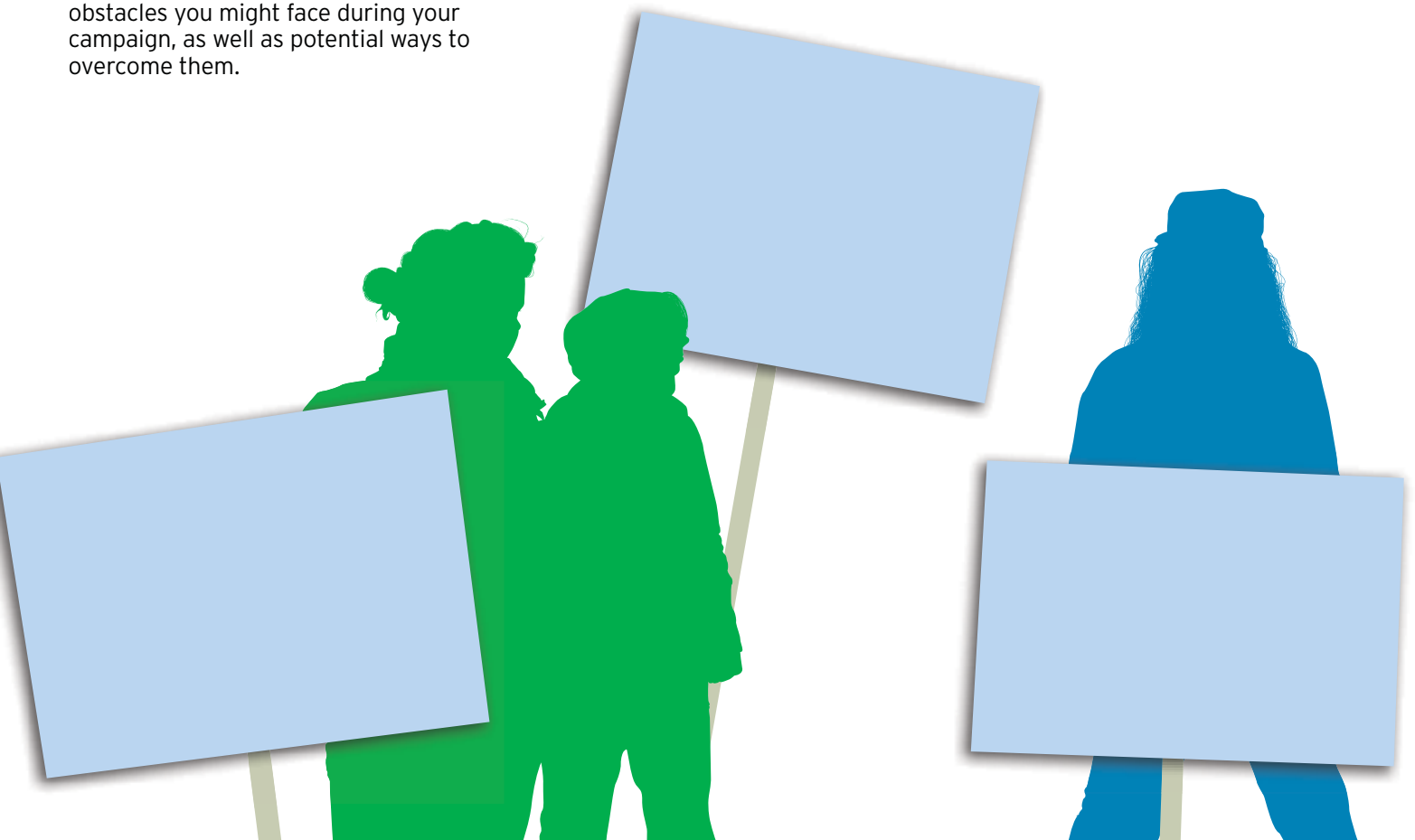
Think carefully about who might be against your campaign:

- Who is likely to oppose you?
- What reasons do they have for opposing you?
- What arguments do you think they might use?
- 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.



PLAN FOR SUCCESS



BECOME A TEAM

You may find it easier to work as a team from now on, so you can share the work. Will everyone have different roles and jobs to do? Do you need one person to be a leader or a project manager?

Make a list of everyone's roles below:

PLAN YOUR CAMPAIGN

When planning for success, you will need to think about what needs to be done, who should 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. It will be easier if you set small, achievable tasks.

What Needs to be Done	Who Needs To Do It	Deadline
<p>What resources will you need? Can your allies and advocates help? Do you need some money to pay for things, or is there a way your plans can be achieved for free? Is there already a budget or will you have to raise some money? How will you do this?</p>		

STEP 7

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
make a film

make badges
design a T-shirt

write a play

write and perform a song or rap

design a poster

write a leaflet

produce a graphic novel

make a radio advert

create campaign art

organise an event

design a logo

write a slogan

organise a petition

write to influential people...

Discuss ideas with your team and write them here. Remember that you may need to take different approaches to influence children, young people and adults.

You won't be able to do everything, so choose the best ideas to focus on.

STEP 7

continued

WORK THE MEDIA

Effectively communicating your campaign's message is the most important thing you can do to achieve your goals. You can use the media to promote some of your campaign tactics, especially events.

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.



Title

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

What's your campaign about?

Why is this important?

Who is running the campaign?

The event will take place at:

Time:

For further information about our campaign, please contact:

EVALUATE



Evaluation is when you review what you have done so that you can do it better next time.

Think of ways you can find out what other people have thought about your campaign:

You can review what you have done on your campaign by filling in the form on the next page.



STEP 8

continued

REFLECT ON YOUR PERFORMANCE - CAMPAIGN ASSESSMENT



STEP TO SUCCESS	KEY QUESTIONS	COMMENTS
How did you choose your campaign?	What did you think about when you were deciding? How did you make a decision?	
What was the goal of the campaign?	Do you think you were clear about your goals?	
Have you become experts on the issue?	What information was available to support the campaign? Where did you find it? Have you learnt about all the different aspects of the issue?	
Did you create a resource pool? Who were your allies?	What resources have you used? Have you got help from others?	
How did you plan for success?	Was there a leader or team? Was there a plan?	
Who were your opponents and what obstacles stood in your way?	Who were your opponents and why? What other problems did you encounter?	
What campaign tactics and media did you use to get your message across?	Did you use newspapers, posters, meetings, badges, events etc?	
Link to historical campaigns	How did learning about a historical campaign help? Explain why it helped.	

THE GOLDEN RULES OF CAMPAIGNING

Be organised

Be focused

Respect other people's right to an opinion

Be creative – creative campaigning can be more effective than a protest

Be enthusiastic about your campaign

And, most importantly

Keep yourself and other people safe

You've worked hard planning your campaign, but remember that throughout the process you need to keep yourself and others – even your opponents – safe. You should follow all the standard guidelines for staying safe, but in particular remember the SMART Rules.

- **Keep safe by being careful not to give out personal information** – such as your name, email address, phone number, home address or the name of your school – to people online you are not 100 per cent sure you can trust.
- **Meeting someone you have only been in touch with online can be dangerous.** Only do so with your parents' or carers' permission, and only when they can accompany you.
- **Accepting emails or IM messages, or opening files, pictures or texts from people you don't know and trust can lead to problems** – they may contain viruses or nasty messages!
- **Someone online may be lying about who they are**, and information you find on the internet may not be reliable.
- **Tell your parent, carer or a trusted adult if someone or something makes you feel uncomfortable or worried.** You can report online abuse to the police at: www.thinkuknow.co.uk.

You can find out more at www.kidsmart.org.uk

Ask your teacher how you can keep safe while you are campaigning.

