

Looking at historical campaigns

(From Teacher's handbook, page 29)

Use this framework to discover how and why key historical campaigns were successful. Look at the evidence provided, and aim to discover how they ran their campaign. Explore the issues that each one addressed, the methods used, and learn about the people involved.

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Steps to success	Key questions	Evidence
What was the campaign about?	What was the problem that was being addressed? Which communities did it involve?	
What was the goal of the campaign?	How has the community been improved as a result of the campaign? What was the vision for a better tomorrow? Who ran the campaign?	
How did the campaigners become experts on the issue?	What information and statistics were available to support their position? How did they learn about both sides of the issue?	
Was there a resource pool? Who were their allies?	Money may not have been the only resource! What skills and talents did they have? Who did they know that could help?	
Who were their opponents and what stood in their way?	Who were their opponents and why? What other issues may have been a problem for them?	
How did they plan for success?	Was there a leader or a campaign champion? Did they look organised? Was there a plan?	
What campaign tactics and media did they use to get their message across?	Which different media were used to communicate the campaign message? These might have included newspapers, posters, meetings, badges, events, cartoons, and letters.	