

Looking at campaigns (adapted from page 34 of Teachers Handbook)

This framework can be used to analyse the success and methods of any campaign. Use your historical campaign and think about what you could do if the campaign was running today. Fill in the sections below, identifying the issues, methods, and strategies of any modern campaign.			
Steps to success	Key questions	Evidence	
		Historical Campaign	Modern Campaigns
What is the campaign about?	What is the problem that is being addressed? Which communities does it involve?		
What is the goal of the campaign?	How will the community be improved as a result of the campaign? What is the 'vision for a better tomorrow'? Who is running the campaign?		
How have the campaigners become experts on the issue?	What information & statistics are available to support the campaign? How have campaigners learnt about both sides of the issue?		
Is there a resource pool? Who are their allies?	Money may not be the only resource! What skills and talents do they have? Who do they know that can help?		
Who are their opponents and what obstacles stand in their way?	Who are their opponents and why? What other issues may be a problem for them?		
How do they plan for success?	Is there a leader or a campaign champion? Do they look organised? Is there a plan?		
What campaign tactics and media are they using to get their message across?	What kind of media techniques are they using? Newspapers, posters, meetings, badges, events...		