

Campaign Planning

Background:

*Why is this campaign important? Whom does the campaign affect? What is the context of the campaign?*

Aim:

*What is the aim or goal of your campaign? Can you summarise it in one sentence?*

Objectives:

*What needs to be done to achieve the campaign aim?*

Evidence:

*Are there any case studies to support your campaign aim?*

PESTLE Analysis

The PESTLE analysis helps to understand what macros factors could impact your campaign. Screening your campaign's political, economic, social, technological, legal, and environmental factors will aid decision-making and strategic planning.

Political – government policies, regulations, political unrest

Economic – inflation, disposable income, unemployment

Sociological – attitudes, ethics, values, demographics

Technological – innovation, information technology

Legal – laws, regulations, licences, policies

Environmental - climate change, geography, emissions

*Use the table below to think of some PESTLE factors that could affect your campaign:*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Political | Economic | Social | Technological | Legal | Environmental |
|  |  |  |  |  |  |

Targets:

*Who are you targeting your campaign at?*

Allies:

*Who are your allies? Who can you get onboard to support your campaign?*

Theory of Change:

Change is an important part of campaigning, as the outcome of a campaign is a change of some sort. There are different types of change:

* Social Change – the alteration in patterns of culture, social structure, and social behaviour over time
* Cultural Change – changes in the cultural patterns of behaviour and values
* Political Change – change in the political patterns of behaviour and values of individuals as well as political institutions that hold power and control in society

Activism:

The Cambridge Dictionary defines activism as ‘the use of direct and noticeable action to achieve a result, usually a political or social one’. It is important to point out that activism is not a scary word, and there are varying forms of activism. Hands (2010), outlines 3 modes of activism:

1. Protest and Dissent - an expression of dissatisfaction with the status quo and an appeal to others for change
2. Resistance - considered a more active practice, for example, joining an organisation that lobbies for change
3. Rebellion - the strongest form of activism that implies direct action and can scale from small to large acts

If you want to find out more, [The University of Sussex](https://study-online.sussex.ac.uk/news-and-events/an-introduction-to-social-change-and-activism/) has a good blog post on activism, and the following [YouTube video](https://www.youtube.com/watch?v=fiqPV21AT9Y) explains more about cultural, social, and political change

*Which theories of change and modes of activism will you see in your campaign?*

Resources:

*What external resources can you use to help with the planning of the campaign*?

Activities:

*What activities will you put on to promote your campaign?*

Timeline:

*How long will the campaign last? Days? Weeks? Months? Start thinking about when each part of the campaign will occur from start to end*

End

Start

Communication:

*How will the campaign be communicated? Will you use social media? Think of some ideas as to how you will communicate and market your campaign*

Contacts:

*Who are your key contacts for this campaign? (e.g., senior leadership at University, MPs, charity leaders) List them here:*

Risk Register:

Common Risks Associated with activities

* Adverse weather
* Crowd Control (Including violence and aggression)
* Display Screen Equipment
* Electricity
* Fire
* Food and Beverage
* Hazardous Substances
* Lone Working
* Machinery
* Manual Handling
* Noise and Vibration
* Photography
* Slips, Trips, and Falls
* Stress
* Vehicles and Workplace Transport
* Working at Height
* Working in confined spaces

*Think about the risks associated with your campaign activity/s. How might students be at risk when taking part?*

Actions:

*What are your actions going forward? Give yourself a to-do list of what needs to be done now.*

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Evaluation:

*What was the outcome of the campaign? What went well? What lessons have you learnt from the whole experience?*