



Creating an Activism Campaign

STUDENT HANDOUT

This resource has been created by Anke Schwittay and can be used and adapted as a creativecommons resource, with acknowledgements.

WORKSHOP 1 - BRAINSTORMING CAMPAIGN TOPICS

In this initial workshop, I will announce the groups in which you will work for the rest of the term on your campaigns. You will get into your groups and undertake some brainstorming exercises to collectively explore possible campaign issues you might want to work on. You will have at least one hour of dedicated group work time, which will result in your group deciding on the topic you want to focus your campaign on.

You will then write a 600 word situational analysis describing the issue you have chosen, why it is important and how you are thinking about addressing it.

WORKSHOP 2 - DEFINING YOUR CHALLENGE AND OBJECTIVES

In this week's workshop and based on your situational analysis, you will scope your campaign using a 'problem tree analysis' tool and the develop 2 or 3 campaign objectives.

Resulting from this work, you will prepare a 250 word problem statement as well as 2 or 3 campaign objectives and a few sentences justifying each objective.

WORKSHOP 3 - GOALS, ACTIVITIES AND STAKEHOLDERS

In this week's workshop, you will develop SMART (specific, measurable, achievable/action-oriented, realistic/ relevant, timely/time-bound) goals for your campaign and how to translate these into concrete activities. These will help you realize the objectives you have decided on last week. In addition, you will begin to identify and analyze the stakeholders involved in your campaign; who are its partners, allies, beneficiaries, funders, opponents etc and how power, decision making and resource allocation are distributed among them. This will result in a joint stakeholder-power map, which you will need to include in your campaign report.

Resulting from this work, you will prepare a draft of your SMART goals and an initial sketch of your stakeholder map.

WORKSHOP 4 - COMMUNICATIONS AND TIMING

This week you will continue your stakeholder discussion and link it to your campaign's communication strategies. This includes developing a set of key messages, deciding on their audience and the most appropriate channels to communicate these messages, eg. traditional media, PR, advertising, social media etc. You will also draft a timeline for your campaign.

Resulting from this work, you will prepare a 500 word draft of your communication strategy.

WORKSHOP 5 - BUDGETING AND EVALUATION

In this week's workshop, you will begin to budget for your campaign and identify potential sources of funding. You will also work on monitoring and evaluation tools to determine what success would look like for each of your objectives, how you will be able to tell whether you have achieved them and how to make your campaign sustainable. This will result in an evaluation plan detailing your indicators and how they will be measured and presented.

Resulting from this work, you will prepare a draft of your monitoring and evaluation plan.

FINAL WORKSHOP - SWOT ANALYSIS, PITCHING AND/OR PRESENTATIONS

In this workshop, you can decide to either do more campaign work, for example by applying the SWOT analysis tool, which will help you identify 3 to 4 strengths, weaknesses, opportunities and threats of your campaign. Such a SWOT analysis can allow you to cast a final critical eye on your campaign. You can also prepare professional 15 minute pitches of your campaign or share more informal presentations.

What to do will be a collective decision based on the previous progress of your work.