Handout 7: How to Plan and Conduct a Campaign

Key Consideration in Planning the Campaign

• DETERMINE THE OBJECTIVE - WHAT DO YOU WANT TO ACHIEVE?

• IDENTIFY THE STAKEHOLDERS:
  o Identification of the Target Group & Interest Groups
  o Shared responsibility.

• IDENTIFICATION OF CAMPAIGN STRATEGIES:
  o How can this be achieved?
  o How is the target group to be included?
  o What is the time frame?
  o What are the costs?
  o Addressing special needs groups (ATSI, CALD, PWD, Women)
  o Who needs to know – Effective Promotion to Maximise Participation & Outcomes
  o Anticipating Potential Barriers
  o Deciding upon the most effective strategies (lobbying; direct action; media releases, submissions petitions).

• CONDUCTING THE CAMPAIGN.

• DOCUMENTING THE PROCESS & OUTCOMES.

• EVALUATING THE PROCESS/OUTCOME:
  o What did we do right?
  o What did we do wrong?
  o How could we have done it better?