

Campaign Strategy: Questions To Get You Started!

General info:

What is the problem?

What is the goal of the campaign?

Who is your target audience?

Research:

Potential Allies: Are there any other groups doing similar campaigns? If so, who? And what are they saying?

Opponents: Who are the key players and what are they saying about this issue? (I.e. government, corporation, school board, etc....)

Public Opinion: What are people saying about this issue? (Look for news items that are relevant like letters to the editor, blog posts, comment sections – beware of Trolls!)

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What does the research tell you? (Look into fact sheets, statistics and research done by reputable organizations.)

Messaging:

What are the messages that are out in the public right now about this subject? (Write them out)

What do we need the public and decision-makers to hear?

What do you want your target audience to understand about your campaign?

When people talk about your campaign, what do you want them to say?

What actions do you want your audience to take? Be specific.

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Can your core message be boiled down to three key points? HINT: start with your goal.

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How will you confront/respond to your opponents' viewpoint?

Do we need to create a hashtag? If so, what is it? (Make sure it's not taken!)

Are there other hashtags we should use that will assist our campaign? (Example: #skpoli, #yxe)

On social media, what will your page be called?

Do we need to create a campaign email? If so, what will the address be?

What are the best methods/tools for getting the word out to our key audience about our campaign? (Ideas: F2F, email, text message, word of mouth, literature, website/blog, posters, social media, phone)

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Which media outlets do we want to keep in the loop? (I.e. student newspaper, TV station, online blog, etc....)

Our People:

Do we have active leaders who will commit to this campaign? If so, what are the expectations of those involved in the campaign from a leadership standpoint?

Who will take responsibility for each role? (managing social media, responding to emails, organizing events, creating blogs/media releases/letters to the media...etc.)

Who are our Allies in this fight?

What do we expect/want from our Allies, and how will we support them?

How often will our group and allies regroup/have meetings/keep in touch to plan next steps?

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Timeline:

What are some of the known dates that will frame your timeline? (I.e. events, recognition days, etc....)

When do we want to launch this campaign?

What organizational goals are you trying to achieve this year? In the long run?

Materials:

Do we need a budget? If so, for what kinds of things?

Do we need to fundraise? If so, what are some ideas?

What do we need to produce to get our message out? (I.e. organizers, postcards, website, petitions, emails, blog posts, infographics, swag, etc....)

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What's the plan to grow our contact database?

Measuring Results:

How will we measure the success and reach of our campaign messaging?

Debriefing Tips:

When you are debriefing you want to consider asking your campaign team the following questions if applicable:

- Was our campaign flexible enough to accommodate new events and opportunities?
- How did your blog do?
- How many times were your posts shared on Facebook or retweeted on Twitter?
- Did we grow our contact list?
- What opportunities did we miss and why?