



Top Campaign Tips

- **Know your aims.** Ask yourself, what change do I want to see as a result of the campaign? Moreover, be specific. Use the campaign planner template in this module to help you do this.
- **Know your target audience.** Try to pinpoint exactly who has the power to make the change you want to see. It might be sufficient to just contact them directly but you may want to use a two-pronged approach where you target the general public or segments of it



- before you reach out to the decision maker so you can demonstrate considerable support for the campaign.
- **Know your/your team's strengths and weaknesses.** Before you start your campaign, it is worth thinking about your team's knowledge, skills and contacts and auditing them against the aims of the campaign and planned activities. For instance, if you are targeting large businesses, could you reach out to someone who has worked in large businesses who may be able to provide insights into how they work?
 - **Gather evidence and facts.** Gather as much information on the issues as possible and be prepared to explain the campaign, the cause and change you want to see in many different ways and many times!

- **Be prepared to be flexible and resilient.** Lack of or negative responses are common and can provide helpful feedback! Do you now need to tailor your message? Use a different social media platform? Email another department?





How to Plan a Campaign

Use this
template to
plan your
campaign

Campaign Planner	
	EXAMPLE
What is the issue?	The local council is not aware of the added benefits of buying Fair Trade products and the support for such products.
What do I want to achieve?	By the end of the campaign, we'd like to see the Council commit to sourcing Fair Trade products.
Who do I need to target?	<ul style="list-style-type: none">→ Elected Councillors.→ Council Officers.→ Fellow residents in the local authority area to help build and demonstrate support for the cause.
How can I reach my target audience?	Elected Councillors – using the council's website to find contact details and request meetings. Council Officers – using the council's website to find contact details and request meetings. Fellow residents in the local authority area to help build and demonstrate support for the cause via the press, social media, through community groups and schools, universities and colleges.
What resources do I need?	Information about Fair Trade in procurement strategies. Information about the legality of procuring Fair Trade products. Examples of how other councils have successfully procured Fair Trade products.
How will I know if the campaign activities have worked?	When the Council commits to using Fair Trade products in writing and they are offered in establishments run by the Council.
How can I ensure that the commitment or change is maintained?	By asking the Council to commit to these actions in writing e.g. through a resolution or motion.