Making Some Campaign Decisions

Strategic campaigns might focus on education, fundraising, awareness, or mobilization. To decide on one’s focus, objectives must be specific, resources and energy must be targeted, and research and analysis are necessary.

If your main objective is to build awareness, you might decide to develop a campaign around educating people about the issue. Possible ideas include building a website, creating a public service announcement or speaking to groups about your issue.

If your main objective is to raise money, you might decide to develop a campaign around fundraising. One idea is to identify an organization that is doing ‘smart work’ to address your cause and decide on a way to raise money to support this organization.

Do you want to get people moving? If you do, then a campaign that focuses on mobilization is for you. You might decide to organize a letter-writing campaign to enact change for your cause.

Discuss with your group:

1. Which type of campaign are you most interested in starting given your resources and talents?

2. Why do you think this is the best course of action?

3. How will you start / What do you need to begin this work?