

UK FEMINISTA

PLAN YOUR OWN CAMPAIGN

UKFEMINISTA.ORG.UK

WHAT FEMINIST ISSUE DO YOU WANT TO TACKLE?

Violence against women • Pay gap • Access to justice • Childcare • Lack of female politicians • Representation of women in the media • Other...

FIRST DECIDE *your aim...*

Your aim is the change you want to see in the world as a result of your campaign. To clarify your aim, **write down the problem you want to tackle, then flip the statement into a positive aim.**

THEN ANALYSE THE SITUATION

There are reasons why the change you want to see hasn't happened yet. What are they? How can you overcome them? **Get down to the root causes of the problem to see how it can best be tackled.**

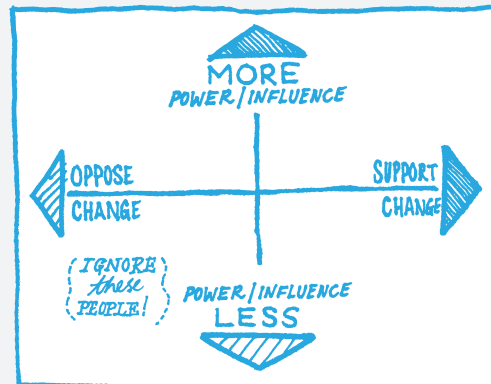
IDENTIFY YOUR OBJECTIVE

Your objective is exactly how you will achieve your aim. **Make it SMART:**
Specific; Measurable; Achievable;
Realistic; Time bound

WRITE YOUR OBJECTIVE HERE:

WHO IS YOUR TARGET?

Your target is the person (or people) with the power to make the change you want to see. You should also think about the people who have influence on your target. Map these people or groups on the 'power map' below, placing them according to how much influence they have on your target and how supportive they are of your aim. Then you can prioritise who to focus on.



DECIDE ON your TACTICS

What tactics will you use to influence your target? Can they be persuaded on the issue itself or do you need to appeal to their other interests?

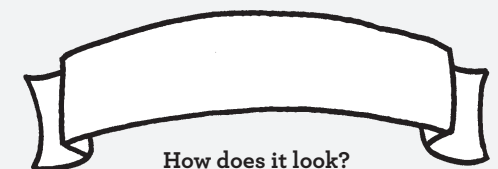
PUBLIC PRESSURE CONSUMER POWER
BRAND DAMAGE LEGAL ACTION
VOTER MOBILISATION

What methods will you use to put your chosen tactic(s) into action?

PROTEST SOCIAL MEDIA
STUNT BOYCOTT
LETTER WRITING PETITION

PLAN YOUR COMMUNICATIONS

WRITE DOWN YOUR CAMPAIGN NAME:



30 SECOND PITCH

You need to be able to succinctly communicate what your campaign is all about...

If you had just 30 seconds to convince someone to support your campaign, what would you say?

KEY MESSAGES:

Write the top 3 campaign messages you want to get across

- 1.
- 2.
- 3.

FINALLY:

MONITOR & EVALUATE

Don't forget to monitor the campaign as you go and evaluate it when you've finished. This will help ensure your campaigns have the **biggest impact possible!**