

## TAKING ACTION

**A campaign is a coherent series of actions which work towards a clear aim.**

**In order to go from a desire for change to actually achieving that change you need a campaign strategy: a detailed, timed and well-planned idea of how you'll achieve it.**

### Developing a Campaign Strategy

#### Step 1. Your AIM

This should be a short statement that sets out **exactly what you are trying to achieve**. It is a description of the place that, when you reach it, you know you have won.

*For Example:-*

Middleton Friends of the Earth

**Aim:** to increase public awareness and understanding of recycling in Middleton

#### Step 2. OPPORTUNITIES AND RISKS

This involves finding out what is happening on that issue at the present time, what has happened in the past and what may occur in the near future. This could lead to you discovering an opportunity you could take advantage of to help your campaign, or equally whether there is something that could derail your campaign or cause you difficulties.

This is important as it will help to shape your objectives, and the tasks you use to deliver the objectives.

*For Example:-*

##### Opportunities

- The Council recognise that there is a problem with people not participating in the kerbside scheme, and are keen to address this. They seem to be looking for guidance on how to do this.
- Surveys have shown that people are keen to recycle if only it was made easier.
- The local media has recently featured several stories about the poor level of recycling in the area.
- Middleton has got to meet the Government's targets of 25% of waste being recycled/composted by 2005.

##### Risks

- The Council may well decide that it has priorities other than recycling.
- The Council is in budgetary difficulties, and so may not want to put any money into producing a recycling guide.

#### Step 3. OBJECTIVES

Objectives are the smaller things you need to change in order to get to your ultimate aim. Check they're SMART and work out which ones you need to achieve first.

*For Example:-*

1. By June 2005, to have produced a recycling guide in partnership with the Council to promote the kerbside scheme and explain to people why recycling is so important. To have got the Council to distribute the guide to every household in the Borough.
2. By December 2005, to have run six stalls in Middleton, one in the town centre and five in each of the key suburbs, to promote the recycling guide, engage people in recycling and find out how many are/aren't recycling, and what would encourage them to do more.



***Are you SMART?***

You may know your aims, but to really know how you're going to achieve it and recognise when you've got there, you need to make it detailed.

**Look at your aim and objectives and decide whether they are SMART:**

- ✓ **Specific** enough
- ✓ **Measurable** - can you measure what you've achieved?
- ✓ **Achievable** - is it actually possible?
- ✓ **Resourced** - does *your* group have the materials and people to do it?
- ✓ **Timed** - when do you want to achieve it by?

**Step 4. TARGET PRACTICE**

**Targets** - The target is the person or group you need to influence to achieve your objective. Bear in mind that some objectives may not have an individual target as they may focus on changing things at a grass roots level.

**Actors** - You also want to target your efforts on the people and groups (the actors) that can add pressure to your ultimate target. If you want to influence your MSP then you should try to get the local media, general public and local business onside to increase your pressure on the MSP from one source to four sources.

**Step 5. TACTICS**

**Tactics are the activities you actually do to win the campaign.** Brainstorm lots of ideas and then think about:

- which **tactics are most appropriate** to influence your targets to do what you want them to do
- what **resources** you have available e.g. cash, people, contacts, time
- your **campaign message**
- **how to plan it**, see the [action planning pages](#) for ideas

**Step 6. TAKING ACTION**

You can't do your whole campaign strategy at once. **Work out what order you need to do your tactics in to reach your objectives.** Fit in activities month by month and put in time for planning and arranging them.

