

# HOW TO: RUN A SUCCESSFUL CAMPAIGN

Project Nur

# DEFINITION-CAMPAIGN

- Organized actions around a specific issue seeking to raise awareness, fundraise, or bring about changes in the policy or behaviors of institutions and/or specific public groups
  - Campaigning is a way to advocate for others



# OBJECTIVES

- ▶ Identify the various approaches used for social advocacy and human rights campaigns
- ▶ Determine which methods are most successful (as well as ineffective) depending on the type of campaign
- ▶ Apply these methods for “Voices Against Radicalism” on your campus



# SUCCESSFUL CAMPAIGNS

- ▶ Ice Bucket Challenge for ALS Research
- ▶ #bringbackourgirls
- ▶ Human Rights Campaign for Marriage Equality
- ▶ #bostonstrong
- ▶ UNICEF campaign against polio



Like us on Facebook, and we will vaccinate zero children against polio.




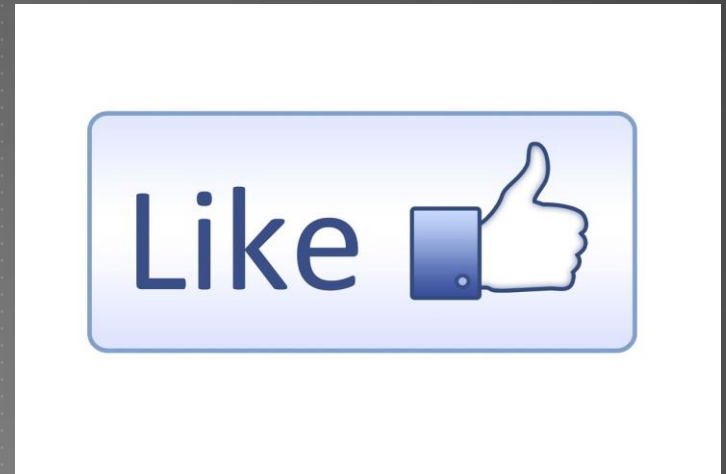
We have nothing against likes, but vaccine costs money. Please buy polio vaccine at [unicef.se](http://unicef.se). It will only cost you 4 €, but will save the lives of 12 children.

unicef 



# WHAT MADE THEM SUCCESSFUL?

- ▶ Social media presence  Viral
- ▶ Clear, simple, and catchy message or image
- ▶ Evokes compassion
- ▶ Celebrity or prominent figure endorsement



**Bottom Line: People love to be part of a movement.**

# TEA TEST

▶ Touch

▶ Enthuse

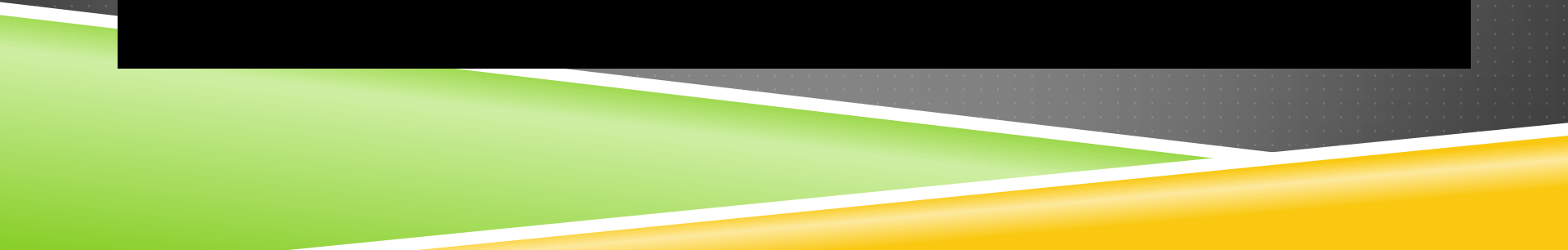
▶ Act

- ▶ Make a connection with the audience in order to prompt a response
- ▶ Audience needs to know there is a solution and THEY are the key to helping
- ▶ Take action and follow through


**Campaigning is all about believing that there can be change to address a problem in the world.**



# RED CAMPAIGN



# STEPS OF DEVELOPING AN ADVOCACY CAMPAIGN

- ① Identify and define your issue
  - ② Research the issue
  - ③ Create a “brand”
    - i. A clear and simple message that communicates your aim
    - ii. While the issue may be complex, the message should be straightforward
  - ④ Develop educational and promotional materials
  - ⑤ Design and plan how to best implement your campaign
  - ⑥ Find useful allies
  - ⑦ Launch the campaign
  - ⑧ Measure “impact”
- 



# STEPS 1 & 2: DEFINE AND RESEARCH THE ISSUE

- ▶ Identify issues that need **awareness** or **change**
- ▶ Choose a topic that is **relevant** to the mission and principles of the organization
- ▶ Develop a clear understanding of the **intent** of the campaign
- ▶ Decide on a target audience
- ▶ Research all aspects of your chosen campaign topic
  - ▶ Create a FAQ's/fact sheet to be distributed among those helping with the campaign
  - ▶ Be prepared to defend the campaign against critics or difficult questions

# STEP 3: CREATE A BRAND

## ▶ ONE clear message

- ▶ Straightforward and simple; deconstruct complexity
- ▶ Twitter: hashtags track what is trending
- ▶ Trends lead to viral campaigns, videos, phrases, etc.



## ▶ “A picture is worth a thousand words”

- ▶ An image can coincide with the message or be strong enough to stand on its own

## ▶ Consistency is KEY

- ▶ Similar tone, language, and images on all platforms from all participants
- ▶ Personality of the brand varies depending on the representative, however sticking to the same message is important
- ▶ Ex. Using positive instead of negative words: Empowering vs. Dictating

Inviting vs. Guilt-tripping

(“be a part of it”/“join us” vs. “you should be doing

X”)

# STEP 4: DEVELOP EDUCATIONAL AND PROMOTIONAL MATERIALS

- ▶ Toolkit for people working on the campaign
- ▶ Infographs
- ▶ Quick fact sheet
- ▶ Logo
- ▶ Flyers/Posters

**voices against RADICALISM**

HOW TO LEND YOUR VOICE  
speak up!

- talk with your chapter**  
generate ideas for PN events related to the campaign
- video messages**  
interview individuals and give people an opportunity to express their voice against radicalism
- contact university and local media**  
get the word out about your activities
- collaborate**  
work with local leaders, professors, student organizations and your university
- write a blog post or article**  
about your experiences or related current events and get published!
- use social media**  
use #VoicesAgainstRadicalism to showcase your activities on social media
- exchange ideas**  
we work better when we work together
- host your events**  
educate your campus and community
- speak out!**  
use your voice to fight radicalism and end human rights violations

questions? contact [pninfo@aicongress.org](mailto:pninfo@aicongress.org)

**#VoicesAgainstRadicalism**

**Piktochart**  
the visualization specialists

# STEPS 5 & 6: PLAN THE CAMPAIGN AND FIND POTENTIAL ALLIES

- ▶ Motivational vs. Educational
- ▶ Establish realistic (and achievable) objectives
- ▶ Create a timetable and budget
- ▶ Decide on events and activities for the launch of the campaign
- ▶ Research organizations, nonprofits, NGOs, government offices, civil society groups, etc. that you want involved
  - ▶ Well-known academic, celebrity, politician, or other figure would be effective as well
  - ▶ Similar in mission and principles
  - ▶ More partnerships/endorsements = greater outreach for the campaign
- ▶ Approach them with the campaign plan and ask if they want to join

# STEP 6 CONTINUED

- ▶ Coalition Building – “the ongoing process of cultivating and maintaining relationships with a diverse network of individuals and organizations who share a common set of principles and values”



Middle East  
Institute



**AMNESTY**  
**INTERNATIONAL**

HI

*aic*

American Islamic Congress

# STEP 7: LAUNCH CAMPAIGN

- ▶ Check, double check, and check again
  - ▶ Website and links are up and running correctly
  - ▶ People involved with the campaign know the facts
  - ▶ Confirmation for event space, speakers, partners, etc.
- ▶ Events and activities
  - ▶ Leads to extra publicity from the media
  - ▶ Don't rely heavily on media outlets

# STEP 7 CONTINUED

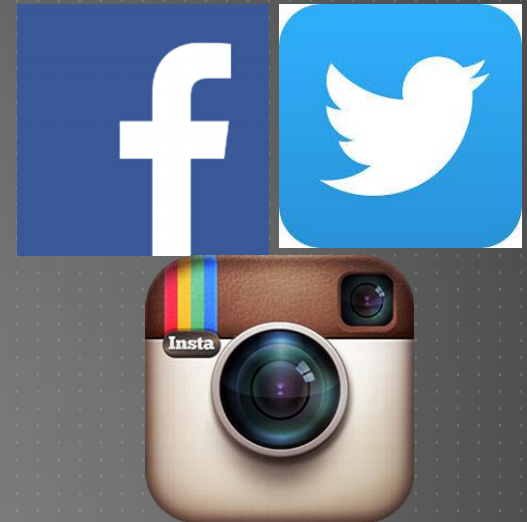
## ▶ Partner Organizations

- ▶ Communicate consistently to make sure the “coalition” is sending the same message

## ▶ Social Media

- ▶ Facebook, Twitter, Instagram, website, etc.
- ▶ Tell a story
- ▶ Don't sensationalize

## ▶ Campaigning doesn't stop





# CAMPAIGN TOOLKIT

- ▶ Leaflets and other materials for public distribution
- ▶ Posters or advertisements
- ▶ Public meetings
- ▶ Media – newspapers, radio, or TV
- ▶ Letter writing campaigns
- ▶ Petitions
- ▶ Competitions
- ▶ Mass lobbies, demonstrations
- ▶ Mass events – fasts, cycle rides, etc.
- ▶ Running an active website and social media campaign
- ▶ Using celebrities or prominent figures in the area to support your cause

# ALWAYS CAMPAIGN: #LIKEAGIRL



# STEP 8: MEASURE IMPACT

- ▶ Importance of establishing objectives and goals
- ▶ Output vs. Outcome, Effort vs. Result, Action vs. Impact
- ▶ Impact – “significant or lasting changes in people’s lives, brought about by a given action, or series of actions”
  - ▶ Ultimate goal of campaigning
- ▶ Raise awareness
  - ▶ Ex. Survey, Facebook post and # of likes
- ▶ Influence/change policy or law
  - ▶ Ex. Petition and # of signatures, lobbying
- ▶ Fundraising
  - ▶ Ex. Raise \$150,000 by the end of the year

# ACTIVITY

- ▶ Scenario I: Your little brother or sister is constantly being bullied in school to the point of tears. He/She's been begging to transfer schools, but before that happens some kids beat him/her up. You decide you want to do something about it.
- ▶ Scenario II: A journalist reporting on Sharia law in Iran has been kidnapped and is being held hostage by the Iranian government without release. What can you do about it?
- ▶ Scenario III: One of your friends is in a wheelchair. The more you hang out and go to class together, you realize the university isn't very wheelchair friendly/accessible. You don't like seeing your friend struggle even with simple things like trying to find an entrance just to go to class. You decide you want to do something about it.

How would you campaign and advocate for these issues?

# REVIEW: IMPORTANT THINGS TO REMEMBER

- ▶ TEA Test: Touch, Enthuse, Act
- ▶ Clear and simple message
  - ▶ “Brand the campaign”
- ▶ Form a coalition
  - ▶ More partner organizations means a larger net is cast in terms of outreach
- ▶ Tell a story
  - ▶ People connect with people
- ▶ Campaigning is continuous
  - ▶ Launch of a campaign is crucial
  - ▶ If the message does not gain traction within the first few weeks, it’s difficult for the campaign to get any momentum at all