

A. LAUNCHING A CAMPAIGN/ORGANIZATION

Ensure that you review your campaign/organization on a regular time basis to constantly re-evaluate and change when necessary.

B. THE 10 PRINCIPLES OF CAMPAIGNING

- 1) Convince yourself the campaign is really necessary. Ask yourself the questions: Is the cause legitimate?, is the need already being met?, is there any other way of winning?
- 2) Research: Must be high quality which defines the problems, solutions, and priorities. Research provides good information to back your position and point out the negative and positive aspects of your campaign. It is important to keep an objective view when researching in order to define your weaknesses and strengths. Postpone making any decisions until your research is complete.
- 3) Hard work is important and requires enormous time and a commitment to details.
- 4) Do it well: What you produce is your credibility.
- 5) Maintain a sense of perspective: Ensure you say sensible things, make no enemies and KEEP YOUR SENSE OF HUMOUR.
- 6) Reflect in all you do your broader ideals: Be honest, peaceful, democratic and open to all.
- 7) BE POSITIVE: It is important to be for something and not against.
- 8) Keep your fire power for real opposition: Avoid aggression against sympathetic organizations, individuals and coalitions.
- 9) Involve those most affected by the problem: They know more, live with the problem 24 hours a day, provide legitimacy to your campaign and are entitled to be involved.
- 10) HAVE FAITH - WE ALL MATTER!!

C. CREATING A CAMPAIGN

- 1) Define your objectives.
- 2) Plan your strategy (broad approach) and tactics (how you put your plan into effect).
- 3) Create a campaign program.
- 4) Attract support.
- 5) Raise the money.
- 6) Plan an effective launch.
- 7) Remember that every minute of work you put in will ensure success.

D. OBJECTIVES

- 1) Be clear what you want and why.
- 2) Be realistic.
- 3) In declaring your objectives, answer the questions...don't raise them.
- 4) Have separate sets of objectives (ie internal/external, short term/long term).

E. STRATEGY

- 1) What is the target of the campaign? Where does the decision lie?
- 2) Where is the target vulnerability (influenced by what?).
- 3) Is this an "inside" or public campaign?

#### E. STRATEGY (cont)

- 4) Will this campaign be one big push or a long haul?
- 5) Where is the most likely support (for funds etc.)?
- 6) What are the strength/weaknesses of your campaign?
- 7) What is the aspect of your campaign most likely to appeal?

#### F. TACTICS

- 1) Build up short term/long term organization.
- 2) Commit opposition parties to your campaign (in public).
- 3) Concentrate on building support: media/government/groups/individuals.
- 4) Prepare short term/long term program.
- 5) Recruit research experience/support from overseas.
- 6) Produce special reports on effect on individual.
- 7) Produce high quality, well-argued print material.

#### G. CAMPAIGN PROGRAM

- 1) Determine the time frame needed.
- 2) List all activities to maintain momentum over time frame, steadily escalating impact of campaign (hold strong ideas back) and implement the strategy.
- 3) Ensure each activity reinforces the following activities (ie ads followed by a door-to-door campaign).
- 4) Program for peak and off-peak periods.

#### H. GATHERING SUPPORT

- 1) Build up as much support as you can before the campaign is launched (approach people individually). List all possible support and establish media credibility.
- 2) Never stop building support.
- 3) Don't forget those affected by the problem.
- 4) Become part of a coalition: To list them as support, donate money to your campaign, donate a full-time member of their staff to your campaign and access their mail-out programs. Allow them to vote on a policy-making council. They can be used to help launch your campaign using their established support network. They will give a sense of substance to your campaign.

#### I. RAISING THE FUNDS

- 1) Try and make fund-raising fun to involve people and recruit those not normally supportive of your campaign.
- 2) Prepare to give money yourself (you're asking others to).
- 3) Break your target amount down into manageable sums according to time frame.
- 4) It takes people to raise money.
- 5) Don't overlook tried and tested methods and ideas.

## J. LAUNCHING THE CAMPAIGN

- 1) Demonstrate substantial pre-launch support.
- 2) Present a well-assembled case with first class material, presentation and content.
- 3) Use assurance and knowledge at press conference appearance.

## K. WINNING THE MEDIA

- 1) Remember that the media are human beings (remove all awe in your mind of them).
- 2) They need you so arrange to meet their needs.
- 3) Try for a personal contact inside media (they will sell your story inside, lines of communications will open, you will have continuity with a constant contact and it will provide a good 2 way effect with information being fed to you).

## L. PRESS RELEASES

- 1) Send these rarely as they usually get discarded.
- 2) Factual information only!

## M. PRESS CONFERENCES

- 1) Never have a conference without any doubt that the journalist(s) will leave feeling that they have spent their time well.

## N. PUBLIC SPEAKING

- 1) Everyone can be an effective public speaker.
- 2) Remember to state clearly what your campaign is about (keeping your speech factual and short).

## O. PUBLIC MEETINGS OBJECTIVES

- 1) Publicity
- 2) To recruit help/support.
- 3) To apply direct pressure on target (ie debate).
- 4) Don't let audience go until they're committed.
- 5) End meeting by focusing attention on audience (ie ask those serious to stay behind to set up next meeting).

## P. HELPFUL HINTS

- 1) Make all your letters achieve results (ie to contributors, govt., etc).
- 2) Create a good image for your campaign (ie logo, symbol, graphic, etc).
- 3) Find ways of getting public's sympathy (not through attack or condemnations).
- 4) Conduct polls with specific questions.
- 5) Work on exclusive story for media.