

Glossary of terms

Aims	Long term goals for the future that the campaign will work towards.
Beneficiaries	Anyone – or anything – that may benefit from the campaign taking place and/or its positive outcome.
Campaign team	The people responsible for delivering a campaign. This will vary from campaign to campaign and from organisation to organisation, depending on the strategy and tactics employed, and the scale of the campaign. The campaign team can include people at a variety of levels, including paid staff and volunteers; where a coalition is formed it can comprise individuals from more than one organisation.
Coalition	The alliance of a number of organisations and/or individuals with a common interest. The alliance is usually a temporary arrangement and will exist for the delivery of a joint campaign.
Decision maker	The person or persons responsible for making decisions about the campaign. The decision-making process can vary according to each organisation and campaign; for some it will be very formal and involve a hierarchy, for others will involve an informal chat or discussion.
Evaluation	Measuring the campaign (usually at the end) to see if it achieved its aims and made a difference.
Impact	A marked effect or influence perhaps as a result of the campaign or as a result of the activities undertaken as part of the campaign.
Message/s	The key pieces of information communicated by the campaign to an identified audience in order to win support.
Monitor	Observing and checking the campaign progress over a period of time
Objectives	Shorter term desired outcomes that collectively add up to the longer term aims of the campaign.
Outcome	A consequence of the campaign or activities undertaken for the campaign.
Outputs	The process of producing something for example a product of a project or campaign, perhaps a report or something less tangible.
Research brief	The requirement of the research; also referred to as a specification outlining the aim and objectives of the research and any other relevant information that will impact on the approach taken.
Resources	A generic term covering anything which is used to support your work, including: physical (premises, equipment, consumables); energy; human (whether paid or unpaid, internal or external); information.
Supporters	Those who support your organisation through contributions of time, funds, gifts in kind or membership support.
Stakeholders	A person or organisation that has a legitimate interest in an organisation or issue. Stakeholders in the voluntary and community sector may include:

	trustees or directors; employees; volunteers; coalition organisations; beneficiaries; funders; subscribers; donors; members of the public; politicians; government bodies; regulatory bodies; media.
Strategy	A broad course of action with an identifiable outcome. This is achieved through a sequence of steps, which are subject to monitoring and modification, to accomplish desired aims and objectives.
Target/s	<p>The person/s or organisation/s at which the campaign is aimed. The target is the decision-maker with the power or influence to create the outcome that the campaign is seeking to achieve.</p> <p>In this context, the 'target' is not intended to mean the desired outcome of the campaign.</p>
Values	<p>The things that the organisation considers desirable and valuable. Making values explicit can help guide people's decisions and actions in an organisational context.</p>