

## C1 Identify and prioritise issues on which to campaign

### *What are we campaigning on?*

This unit addresses considerations such as relevance, practicability, legitimacy, timing, and the campaigning environment.

It is applicable to all types of campaigns from narrowly targeted campaigns to mass-participation campaigns, to reactive campaigns such as those proposed by beneficiaries and supporters.

It is about prioritising issues by assessing the feasibility of conducting a campaign based on the idea, and determining the potential for collaborative working.

### *Performance criteria*

*In order to identify and prioritise issues on which to campaign, you should be able to:*

1. Ensure that you are up-to-date with the environment in which your organisation operates, and successful campaigning techniques
2. Using appropriate means, identify issues relevant to your organisation including the needs of **beneficiaries**, where appropriate
3. Identify and prioritise the legitimacy of campaign issues based on clear justification and an evidence base
4. Determine to what extent and how the identified campaign issues are being addressed by another organisation or campaign
5. Discuss and agree with relevant colleagues whether your organisation is appropriately resourced to campaign on the issues that have been identified
6. Determine the potential for collaborative campaigning with other organisations or other parts of your organisation
7. Identify factors, such as legal and regulatory, and any practical constraints, such as **resources** or timing, that may affect the practicability and achievability of any campaign
8. Assess and frame the issue within the context in which the organisation operates

### Knowledge and understanding

*In order to identify and prioritise issues on which to campaign, you will need to know and understand the following:*

- a) The process involved and techniques used in identifying campaigning issues
- b) How to determine the potential results, both positive and negative, of an identified campaign
- c) The wider campaigning environment and the impact this has on your current and future potential campaigning activity
- d) Campaigning techniques and strategies and the information sources for this
- e) The purpose and motivation of your organisation
- f) Where appropriate, the needs of your organisation's beneficiaries and how to find out what these are
- g) Ways of involving and consulting with your organisation's beneficiaries, as appropriate
- h) The nature and extent of the organisation's responsibility to its beneficiaries, where appropriate, and stakeholders
- i) The value of collaborative campaigning
- j) The value of involving those that will benefit from the campaign and the roles that they can fulfil within the campaign
- k) Where appropriate, the merits of different methods of consultation and involvement with your organisation's beneficiaries
- l) The environment and context in which your organisation operates
- m) The legal environment and rights of campaigners within the context of the organisation
- n) Successful campaigning methods and how to assess their relevance to the campaign idea and resources available
- o) The differences between proactive, strategic campaigning and reactive campaigning

### Skills

- Strategic awareness
- Critical thinking and analysis
- Decision making
- Leadership
- Judgement
- Communication

***Behaviours you need to be able to display***

- Empathy
- Open-mindedness
- Realism
- Drive
- Self-motivation
- Enthusiasm
- Tenacity
- Honesty
- Persuasiveness
- Focus