

C11 Mobilise the campaign team

What skills do we need?

This unit covers the staffing considerations you may need to take into account prior to your campaign's launch and during the life of the campaign; these people might be paid or unpaid.

The capability of the campaign team will have a marked impact on the success of the campaign; therefore the team must have the required knowledge, training and support in order to be effective.

Performance criteria

In order to mobilise the campaign team, you should be able to:

1. Identify the people requirements of the campaign including for events and other specific activities
2. Select and, where necessary, recruit the **campaign team** based on the skills and knowledge to deliver the campaign
3. Brief the **campaign team** on the campaign details and ensure they are aware of the campaign vision
4. Brief and provide any necessary training and/or information to the wider campaign **supporter** base
5. Involve volunteer workers and other **supporters** in the delivery of the campaign
6. Provide support to the **campaign team** by answering queries and providing advice, where necessary
7. Build positive relationships with and among the **campaign team**
8. Encourage and motivate the **campaign team**, including volunteer workers, to deliver the campaign **objectives**

Knowledge and understanding

In order to mobilise the campaign team, you will need to know and understand the following:

- a) The campaign vision and work plan
- b) The resources for the campaign both financial and non-financial
- c) The support needed to deliver the campaign such as skills and labour
- d) Methods and techniques for selecting and involving the campaign team (paid and unpaid)
- e) The information that the campaign team needs in order to deliver the campaign effectively
- f) How to manage the campaign team including the different needs of paid and unpaid people and your obligations to them
- g) The training needs of the campaigning team and support base
- h) Methods of involving and motivating campaigners

Skills

- Motivating others
- Communication
- Team leadership
- Project management

Behaviours you need to be able to display

- Approachability
- Objectivity
- Supportiveness
- Self-motivation