

C2 Develop a vision for the campaign

What does success look like?

Once an issue has been identified as requiring a campaign, a vision needs to be developed that sets out “what the world will look like” once the campaign has achieved its aims.

This is an important basis from which to plan strategy and, crucially, win support from those both within the organisation and its stakeholders and, ultimately, from the campaign target. In some cases the best way to win support from the target is in partnership with another organisation or organisations, and the potential for this should be considered when developing the vision.

Performance criteria

In order to develop a vision for the campaign, you should be able to:

1. Establish the purpose of the campaign
2. Identify and agree what the campaign wants to achieve and the final **outcome**
3. Determine **aims** and **objectives** for the campaign that are feasible
4. Evaluate the value of collaborative campaigning and, where appropriate, identify organisations with sympathetic **values** and priorities
5. Review legal, regulatory and other factors that will **impact** on the campaign **aims**
6. Where appropriate present your vision to relevant **decision makers** and **stakeholders**
7. Where necessary, negotiate with **decision makers** to gain agreement to the campaign vision
8. Using appropriate techniques, win support for the vision from **stakeholders** and potential **coalition** organisations, as appropriate
9. Report to the **campaign team**, as appropriate, the **outcome** and any conditions or recommendations on agreement from **stakeholders**

Knowledge and understanding

In order to develop a vision for the campaign, you will need to know and understand the following:

- a) What the campaign purpose is and what aims does it want to achieve
- b) How to determine aims and objectives that are feasible
- c) How to assess what the campaign can realistically achieve
- d) The value of collaborative campaigning
- e) The legal, regulatory and other factors relevant to the campaign vision
- f) The different methods for assessing what is achievable and the circumstances under which to use them
- g) The decision-making processes and how they can be influenced
- h) The context of how the campaign fits with other organisations and ongoing campaigns

Skills

- Strategic awareness
- Negotiation
- Presentation
- Communication

Behaviours you need to be able to display

- Enthusiasm
- Persuasiveness
- Drive
- Resilience
- Creativity
- Innovation