

C4 Develop a campaign strategy

What are we going to do?

The effectiveness of your campaign will depend on your ability to translate the aims of your campaign into a coherent strategy for action. A good strategy can enable your campaign to succeed.

Your strategy should be informed by a thorough understanding of the target of your campaign, their influence and decision making powers. It is important that the people developing the strategy have a detailed understanding of – or access to authoritative information on – the issue and the wider campaigning environment.

Performance criteria

In order to plan a campaign strategy, 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. Identify strengths, weaknesses opportunities and threats to the campaign
3. Where appropriate, identify and assess the potential relationship between the campaign and other relevant campaigns, both ongoing and planned
4. Identify areas where compromise may be acceptable
5. Identify and analyse the **target** of the campaign, the extent of their influence and decision-making powers
6. Identify and assess the available routes to influence the campaign **target**
7. Establish campaign **messages** and to whom they are to be communicated
8. Set realistic tactics for the campaign considering **resources** available
9. Identify and assess methods for delivering the campaign
10. Identify how you will know if the campaign is successful
11. Set a timeframe for the campaign based on an assessment of its **aims**
12. Continually review the campaign **strategy** in response to changes to the campaigning issue and in the wider campaigning environment, including other campaigns

Knowledge and understanding

In order to plan a campaign strategy, you will need to know and understand the following:

- a) The wider campaigning environment and the impact this has on your current and future potential campaigning activity
- b) Campaigning techniques and strategies
- c) The target for the campaign, the extent of their decision-making powers and influence
- d) How to influence the target of the campaign, directly and indirectly
- e) How to define campaign aims and identify those that are achievable in the timetable available
- f) Legal and regulatory factors that influence campaign strategy
- g) The campaign message and the methods available for communicating this
- h) Methods for delivering the campaign
- i) How to develop a work plan
- j) The audiences for the campaign message
- k) How to plan for contingencies and the possible risks to the campaign
- l) How to deal with quick wins and/or partial victories and how this effects the strategy
- m) The importance of monitoring and reviewing the campaign strategy
- n) How to identify when the campaign has achieved its objectives

Skills

- Strategic planning
- Tactical awareness
- Risk assessment
- Communication

Behaviours you need to be able to display

- Objectivity
- Persuasiveness
- Innovation
- Creativity