

C5 Obtain and manage resources for the campaign

What resources do we need?

All campaigns draw on resources – money, people, materials, time and services – and these must be secured, at least in part, before a campaign begins.

The amount of resources required during the whole campaign will vary, depending on the scope, duration, ambition and intensity of the campaign, as well as the strategy adopted. The way that resources are deployed will also vary over time, in response to the progress of the campaign and its impact.

In order to obtain the necessary resources for effective delivery of the campaign, support will need to be won from others within the organisation and stakeholders.

Performance criteria

In order to obtain and manage resources for the campaign, you should be able to:

1. Undertake a comprehensive assessment of the **resources** required to achieve the campaign **objectives**
2. Identify the **resources** available to you to deliver the campaign and balance this with the resource requirements
3. Where appropriate, secure commitment from external **supporters** and **stakeholders** to aid the delivery of the campaign
4. Negotiate and procure suitable **resources** from the appropriate source/s
5. Where appropriate, consider with relevant colleagues whether fundraising activities are required to support the campaign
6. Identify the availability of other relevant people and **resources** when assessing what is required
7. Where necessary, commission others to conduct work that is outside your capacity or expertise, or that of the organisation
8. Obtain required support for the campaign within the organisation
9. Champion campaigning and its merits within your organisation to ensure continued support from the **supporter** base

Knowledge and understanding

In order to obtain and manage resources for the campaign you will need to know and understand the following:

- a) The budget for the campaign
- b) How to resource and cost the campaign and the factors to take into account when doing this
- c) The timescales involved in the campaign
- d) The range of resources that the campaign requires including roles and responsibilities
- e) The resources that are available to the campaign
- f) Techniques for procuring funding from appropriate sources
- g) How to obtain the resources needed and, where appropriate, how to modify plans where these are not available
- h) Methods and techniques for assessing your capacity to conduct work and when it is necessary to commission others to do so
- i) The process of commissioning work and techniques for monitoring progress of projects
- j) Those with a stake in the campaign, their motivations and interests
- k) How to identify any requirement for fundraising and how to advise on this
- l) The support and expertise that is available within the organisation and how to obtain this
- m) The place of campaigning within your organisation and methods of championing it that will positively influence others in order to win their support

Skills

- Negotiation
- Case presentation
- Strategic thinking
- Budget setting
- Project management
- Working within a budget

Behaviours you need to be able to display

- Persuasiveness
- Flexibility
- Innovation