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Activity: Research

Planning your campaign

Learning objective

At the end of this activity you should be able to:

- complete a full plan for your campaign.

Working on your own

A. You now need to complete your full plan for your campaign. All the activities you have completed in this Topic should have helped you to do this stage by stage. The web link below is a useful guide to planning a campaign.

<https://www.childrenssociety.org.uk/what-you-can-do/campaign-for-change/how-to-understand-campaigning>

B. Go to the link above and use the guide to check your own campaign plan. It may also give you some ideas about what you might add to your plan.

C. Use the link below to check if your campaign has the five elements of the best campaigns.

<https://hbr.org/2010/05/five-tips-for-leading-campaign.html>

You may also find this link useful:

<https://www.planninghelp.cpre.org.uk/improve-where-you-live/campaign-tips/planning-your-campaign>