

How to start a campaign

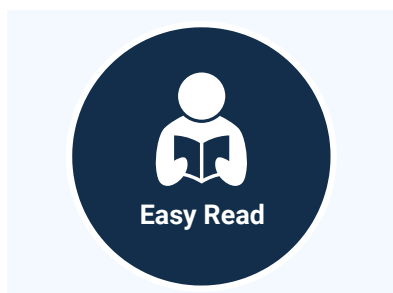
Easy Read guide
2023



How to use this guide



The Commons librarians wrote this guide.



We wrote this guide in an easy to read way.

We use pictures to explain some ideas.



If you would like this guide in an alternative format please contact us.

Contact details are at the end of this guide.



You can ask for help to read this guide. A friend, family member or support person may be able to help you.

What is a campaign?



A **campaign** is a way people can work together to make the world better.



Campaigns work because they are focused on a **goal**.



The **goal** is to fix a problem.

The problem might be caused by the government, or business, or people.

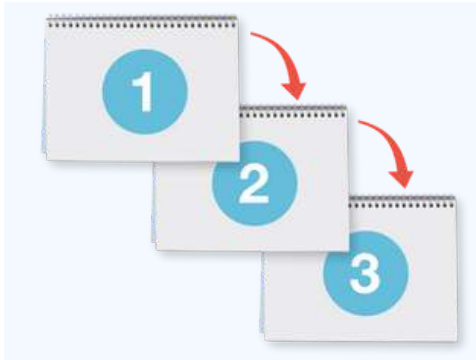


In campaigns people take a number of actions to reach a goal.



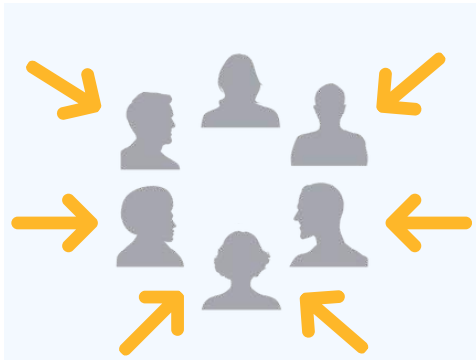
Campaigns let powerful people know what needs to happen for society to be better.

Getting started



There are three important steps in a campaign:

- Getting started
- Launching your campaign
- Creating **pressure**



Pressure means pushing people with power to make a change.



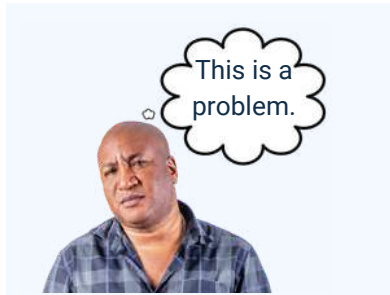
Getting started involves:

- Choosing a campaign goal
- Doing **research**
- Planning the steps in a campaign



Research means learning about the issues and what people think.

Choosing a campaign goal



A campaign starts with a problem.



The campaign aims to fix the problem.

That is the campaign goal.



Some problems have different solutions.

Some campaign goals are easier to reach than others.



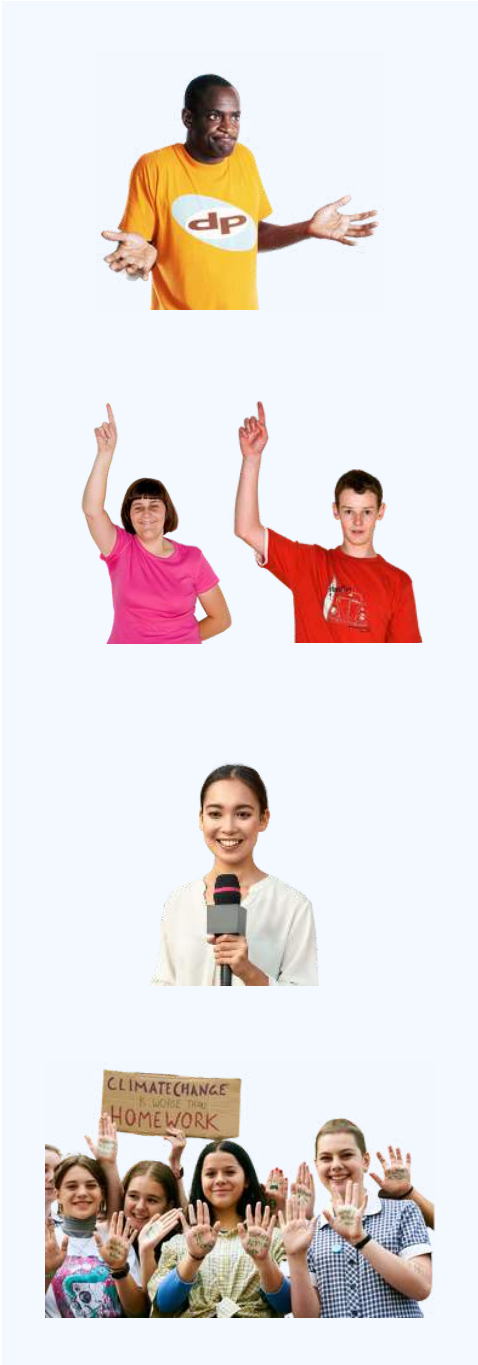
A good goal is one the campaign can reach.



People will be excited to support the campaign if:

- it makes a difference to the problem
 - it feels within reach
-

Doing research



You can ask some questions to get ready for your campaign. For example:

Why is this problem happening?

Who is affected by the problem?

What has the media said about it?

Who will **support** your campaign?

Support for a campaign means:

- agreeing with the goal
- joining the campaign
- taking action



Doing research



Who will **oppose** your campaign?

When someone **opposes** a campaign:

- they disagree with the goal
- they take action against the campaign



Who is the **campaign target**?

A **campaign target** is a person or group with the power to make the change happen.



A **campaign target** could be:

- A government Minister
- The CEO of a company
- A company



Planning Your Campaign



Before you launch your campaign you need a plan for how you will influence your target.



The plan includes the actions people will take as part of your campaign.



Campaign actions are things like:

- A petition
 - A forum
 - A rally
-



Talk through the campaign plan in your group.

Make sure people are happy with the plan before you launch the campaign.

Launching Your Campaign



Launching your campaign means telling all your supporters.



Good campaigns have lots of supporters. They show the target that people care about the problem.



Your campaign actions should be things supporters can help with.



More supporters will join the campaign when they learn about it.

Choosing an action



An action might be

- having a meeting with someone from government.
- having a chat with someone.
- sharing information on social media.
- having an event to bring people together like a protest.
- giving a speech.
- starting a **petition**.

Getting More Supporters



A **petition** means asking people to sign a form to say they want something to change.



A **petition** can explain the problem and ask for it to be fixed.

It is sent to the campaign target.



Online petitions can help get many more supporters.



After someone has signed a petition you can ask them if they would like to take other actions.

Creating pressure



In order for a target to change things they need to feel pressure from the community.



Pressure shows the target that people will be unhappy unless they change things.



Creating pressure means your campaign will not be ignored.



It can take lots of different actions from many people to create the pressure that is needed.

Sticking with the campaign



Sticking with your campaign for many months will help you reach your goals.



You may get very tired from campaigning.



It's important to look after your health while you campaign.



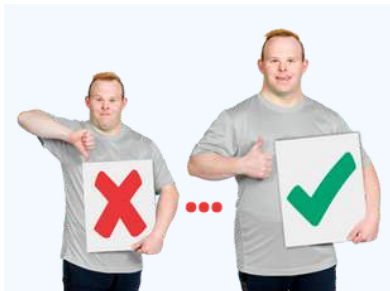
Some ways to look after yourself:

- take breaks
 - share the work
 - have fun
-

Remember



When you work with other people you can have the power to fix big problems.



A campaign is a way people can work together to make the world better.



A good campaign includes:

- deciding what you want to change
 - setting goals
 - choosing a campaign target
-



It also includes:

- getting supporters
 - taking action
 - creating pressure
-



Here is a guide to help you start a successful campaign.

[Campaign Planning: How to Get Started](#)

Contact us



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More information

This Easy Read guide is based on the article [Campaign Planning: How to Get Started](#) by Anna Collins Nham and Campaign Bootcamp.



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Acknowledgement of Country

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