

1 BUILDING YOUR CAMPAIGN STRATEGY

Creating an effective strategy is one of the most important things you can do to make your campaign successful. A good strategy guides your campaign actions and maximizes your influence to advance international religious freedom.

PROCESS OF CHANGE

Understanding how change processes work (for a government target, for example), is vital to influencing change. To influence a government policy or action, first ask yourself what change do you want? Identify who makes the decisions, how the process works, when they are made, and what influences those decisions.



1 IDENTIFY YOUR GOAL AND OBJECTIVES

*What do you want to make happen? What change do you want? **This big outcome is your overall goal.** Your goal could be, for example: “Obtain the release of a (named) religious prisoner currently held in China” is an end goal that advances the vision of “every person free to live their faith.”*

*To achieve your goal, identify smaller, specific milestones that need to happen to get there. **These are your objectives.** Make them SMART (Specific, Measurable, Achievable, Realistic and Time-bound.) Use these to evaluate whether your strategy is making progress towards your goal.*

2 IDENTIFY YOUR AUDIENCE

Who are the people who can help you achieve your objectives and who influences them? There are probably several such influencers, for example politicians, officials, potential partners, general public, and media. Know why and how each influencer you approach influences the decision maker who ultimately makes the change. Think of the influencers as audiences and the ultimate decision maker (person, organization or group) as the target. This will help you channel your actions and resources effectively.

Be sure to consider those who may help and those who may hinder progress toward your goal. Be as specific as possible and include their names.

3 IDENTIFY YOUR MESSAGE

What do your audiences need to hear? Reaching different audiences requires crafting a set of persuasive and appealing messages. Messages must have the same essence, but are framed and tailored to what the audience can do.

Advocacy messages have two components: an appeal to what is right and an appeal to the audience's self-interest. It needs a clear, achievable ask of what you want the audience to do. It should be within their authority and support their interests.

See *Crafting Your Message* section for further support.

4 IDENTIFY YOUR TACTICS AND ACTIVITIES

Your tactics are the means you use to achieve your objectives. Different situations call for different tactics. Based on your analysis you can begin to determine a list of concrete actions you can take to achieve your objectives.

Examples of tactics and activities include:

Setting a Foundation:

- *Engage with likeminded groups or individuals*
- *A workshop/round table with partners, NGOs, or survivors*
- *Reaching out to experts and other known personalities*

Building Momentum:

- *Social media outreach*
- *Producing campaign materials such as t-shirts, buttons, posters and stickers*
- *Use anniversaries to meet with your partners and audiences using the opportunity to make public statements or urge for progress on the target*
- *A one-to-one meeting with your Rep/Senator or other government official*
- *Public events such as film screenings, music concerts, or report launches*

- *Engaging the media through op-eds, interviews, and press releases*
- *Advertisements on television, radio and print media*

Campaign Types:

- *Online petitions*
- *A letter writing campaign*
- *A coalition letter to high-level representatives urging action on international religious freedom issues*
- *A mass participation event engaging members of the public on the objectives such as demonstrations, marches, boycotts, or vigils*
- *Advocating with decision-maker targets in face-to-face meetings to persuade them to support your objective(s)*

ADDITIONAL RESOURCES:

IRF Scorecard
Crafting a Message
Social Media

UNDERSTAND YOUR AUDIENCES

Communications Topic #1:			
A) Who are the most essential audiences to focus on?	B) What makes them unique?	C) Why will they care?	D) What are the unique challenges they present?
<i>Think Return on Investment</i>	<i>Think Attitudes, Beliefs, & Values</i>	<i>Think Benefits & Solutions</i>	<i>Think Barriers & Obstacles</i>
Priority #1			
Priority #2			
Priority #3			
E) What are the key commonalities among the audiences?		F) What are the insurmountable differences among the audiences?	

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