**Chapter 3**

**Campaign**

1. **Define**  
   What is a campaign?   
   What it is not?   
   The link between advocacy and lobbying (picture)
2. **What do you need to know?**  
   Who holds the power to solve the problem?

What motivates the people in power?

Clearly define your vision.

How will you communicate your message?

What do you want to change?

1. **How to make a campaign successful?**

Make a problem tree – causes (roots) / consequences (branches)

Choose the right time

**Rasperry principles**:

* Responsible party
* Action
* Solution
* Problem
* Benefit

**K.I.S.S**. – Keep It Simple and Stupid (fire example)

Awareness → Alignment → Engagement → Action

1. **Do’s and Don’ts**

Be creative!  
 Avoid the issue talk about the change

Avoid black holes and elephants

Don`t be led by the press agenda

Ignore detractors

Consider failure

1. **Examples**

Good photos over words

Shocking campaigns

Celebrities (do not abuse them )

Successful campaigns ( Shoe boxes ) + Failure campaigns ( Salty soups ) → why they were succeeded and failed

1. **Future campaigns**

Take the best from previous campaigns

Learn from our own mistakes

What is the measure of your success (How to evaluate your campaign)