Develop a Campaign

1. **Issue Identification:** Identify an issue in the community that you would like to tackle and why.

2. **Discuss and Research:** Focus on one issue and discuss it. What is the timeframe? How long would it take to accomplish your goals? What would be the step by step process?

3. **Power Analysis:** Identify your target, and get a bigger picture; analyze institutions and power structures. What can you use in your favor?

4. **Goal-setting:** Develop your campaign goals.
   a. Social Justice: Social justice is a concept of fair and just relations between the individual and society. This is measured by the explicit and tacit terms for the distribution of wealth, opportunities for personal activity, and social privileges. What are your social goals for issue you are fighting for. How will this help the community? What will it provide?
b. Base-building: How will you create a solid foundation for your campaign? How will it be organized? What strategy would you use to bring people aboard?

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c. Leadership Development: Leadership development expands the capacity of individuals to perform in leadership roles within organizations. Leadership roles are those that facilitate execution of a campaign’s strategy through building alignment, winning mindshare, and growing the capabilities of others. What positions and responsibilities would you need to assign to your “staff”?

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5. **Strategy:** Develop a campaign strategy.

a. Tactical Strategy: How will you gain your objective goals?

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b. Media Strategy: How will you gain attention among a larger population? How will your campaign be recognized as a whole? It is important to begin creating relationships with small media outlets and have a presence on social media.

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6. **Campaign:** Run your campaign.
   
a. **Action Planning:** Develop a plan. List what steps need to be taken in order to achieve a specific goal. Keep in mind, each goal may need different steps in order to succeed.

b. **Alliance-Building:** An alliance is a bond created between two organizations that is formed for mutual benefit. Creating a positive relationship with organizations or campaigns can help accomplish goals and succeed. How would you propose this idea to other campaigns or organizations? What actions would you take under this alliance?

7. **Evaluation:** Evaluate the campaign