

How to plan a campaign.



By putting sufficient time and thought into the planning stages of an event, action or campaign, you can improve your chances of success. Most effective planning advice is simply common sense, but it is always helpful to look systematically at the tasks you'll need to perform. And failure to spend sufficient time analysing and co-ordinating your activity can lead to problems. The most important thing is to clarify what your aims are. You should ask yourselves:

- What is the thing that we want to do something about? (eg, climate change is having a dire impact on the lives of poor people across the world).
- What task (event, stunt, or other activity) will you undertake to address that concern? (eg, a public meeting with your local MP to discuss the possibility of a global deal on climate change).
- How will performing that task meet the concern that you have identified? (eg, to persuade MPs to lobby the relevant government ministers).

Planning

- Hold a brainstorm to come up with as many ideas as possible.
- Decide what individual pieces of work will need to be done.
- Create a timeline – when do individual tasks need to be done by?
- Estimate time and cost – will you have the necessary resources?
- Prioritise – some tasks will be more crucial (and time-dependent) than others.
- Assess possible risks and take action (eg, health and safety, insurance).
- Keep going back to your initial aims: are you on track to meet them?

Visit the Enabler for loads of tools – a poster builder, inspiration on what other activists are doing, and a way to plan your projects:

www.oxfamblogs.org/enabler



Making it happen

Having decided on the tasks, agreed when, how and by whom they will be done, and considered the resources you'll need, you can get on with putting the plan into action. You may well need to meet more than once to check you are on track.

A few tips to help you do this successfully:

- Plan in enough time for meetings: work back from the proposed date of the action.
- Use your agenda effectively: be concise, use action points, and set a date for your next meeting.
- Allocate tasks widely. Delegation is important! By involving people, you will make them feel they have a stake in the event's success.
- Consider whether there is a need for someone to take on a project manager role.
- Don't forget to conduct an evaluation after the event: it will help you do even better next time.