

Your campaign for change

A short guide in 10 easy steps



What issues do you feel passionate about?

What makes you blow your top?

- The first step to a successful campaign is to choose an issue which is important to you and to think about why it might be important to others too.
- The next step is to think about what you are going to do and how you are going to do it!
- This short guide will help you plan and evaluate your **Global Citizenship campaign** in 10 easy steps.

GENDER
EQUALITY!

SAVE OUR
WORLD!

FIGHTING
HUNGER

STOP
POVERTY!

RIGHTS
FOR ALL!

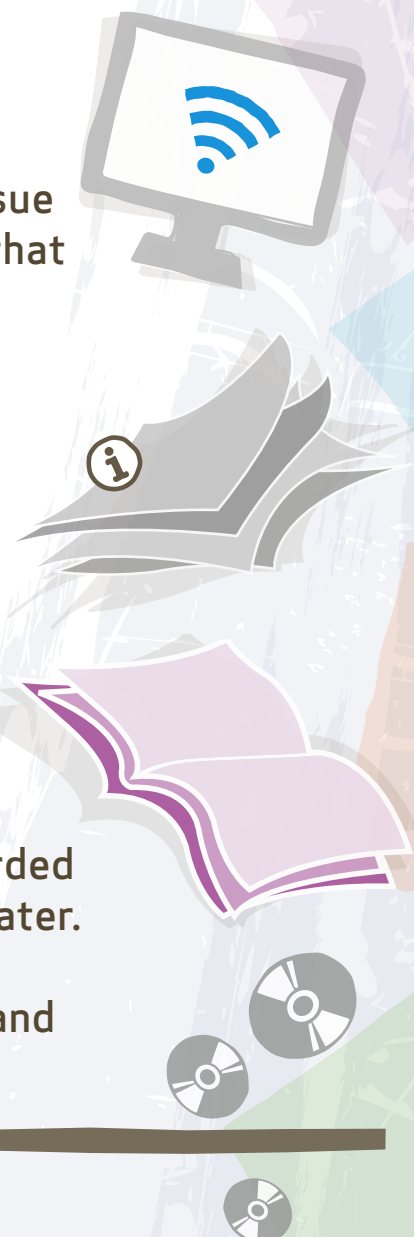
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1 Get your **facts** straight!

Do you know all you can about the issue?

- If you want to use statistics or facts about the issue you are campaigning about, you must be certain that they are up-to-date and from reliable sources.
- Make sure the facts you are using are relevant to the issue you are campaigning on.
- Use as many sources as possible to do your research - the internet is a great place to start but don't forget about newspapers, books and other resources that may be in school.
If you're stuck, ask your teacher for help.
- Make sure your information is collected and recorded in an organised way, so that it will be easy to use later. Try to avoid having too much information - you'll never get to read it all! Keep everything labelled and neatly written down for your use.





2 What's the **BIG** idea?

What's your message?

Is it clear?

Will people understand it?

- It is very important that people can quickly and easily understand two key points. What is the issue? What is the change that you want to take place?
- Can you get your message across in a few words or does it take a long time to explain? Could you create a slogan? Can you make it catchy with a clear message? All of this will be important when you think about the best ways to share your campaign.
- You will have learned a lot about the issue, but your audience may not know anything. **Remember to keep it as simple as possible while still being informative.**

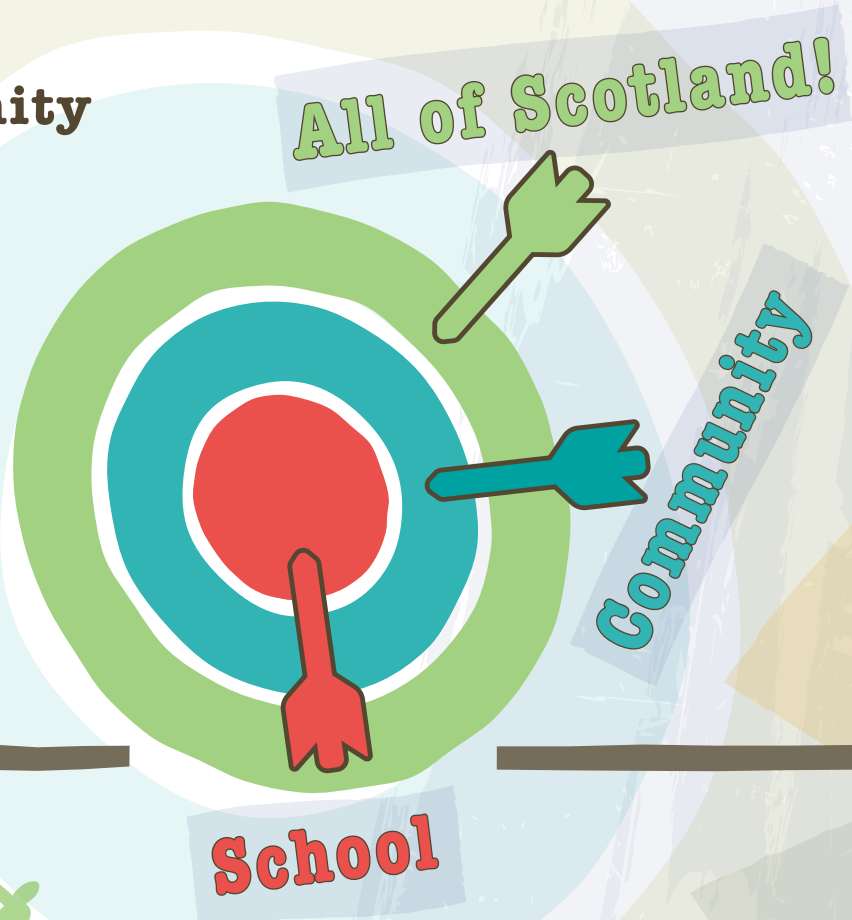




3 Who has the power to change things?

- This will have a big impact on who you send your message to and the way it is communicated. It is very important to think about your audience and whether they would like a fun, bright approach or a more serious and fact-heavy approach.
(Note: adults like fun messages too!)
- Think about the following types of people and how you can best reach them with your message.

- **Classmates**
- **Local community**
- **Parents**
- **Teachers**
- **Headteacher**
- **Other schools**
- **Councillors**
- **MPs**
- **MSPs**
- **Others?**



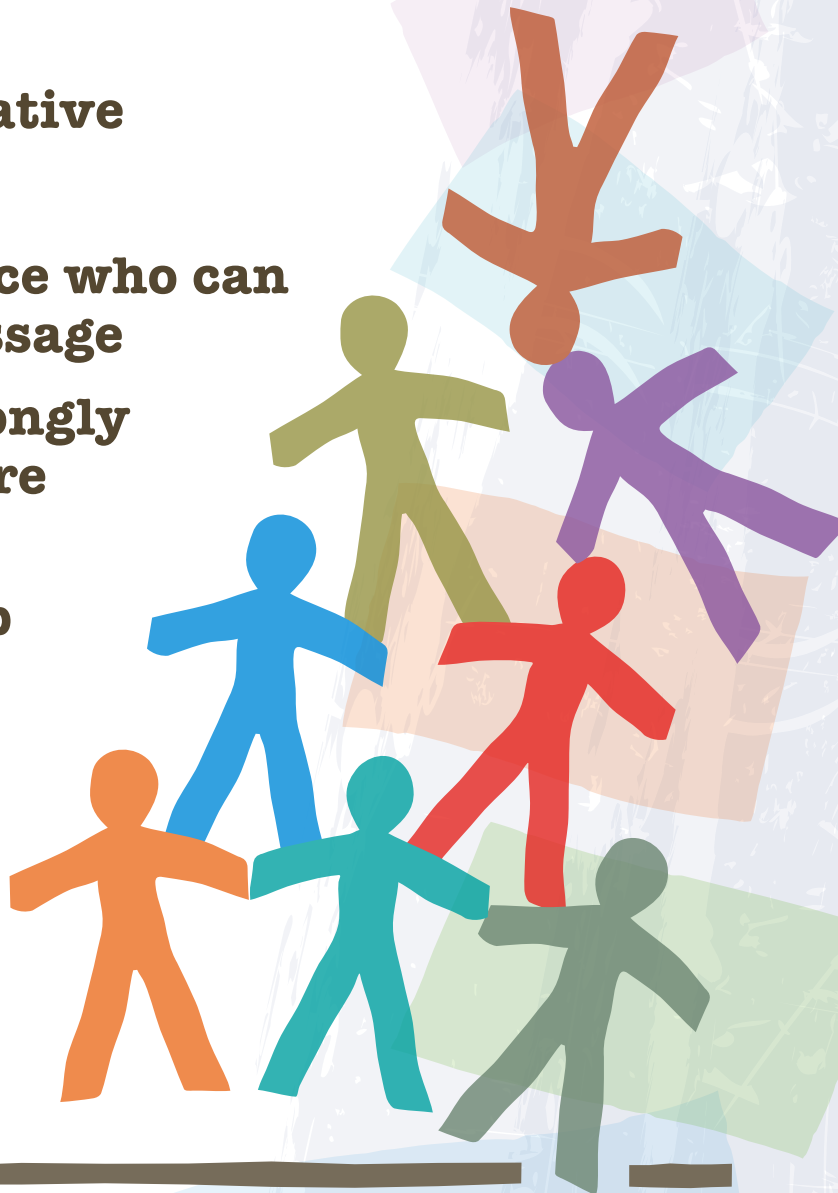


4 Build your team!

- Who will be able to help you? Try to think of anyone in your school or community who might be willing to lend a helping hand or even become a part of the team.

They might be people who are:

- **Very artistic or creative**
 - **Good speakers**
 - **People with influence who can help spread the message**
 - **People who feel strongly about the issue or are connected to it**
 - **People who can help spread the message faster or make it more visible**
- Do you have to convince them as well? Some people might need persuading to help out, so make sure your message is clear before you ask.





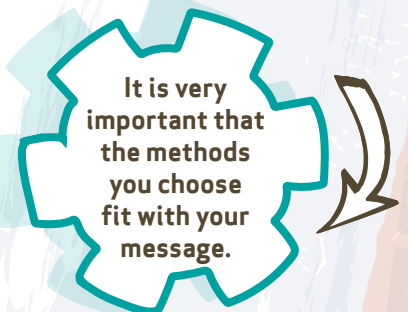
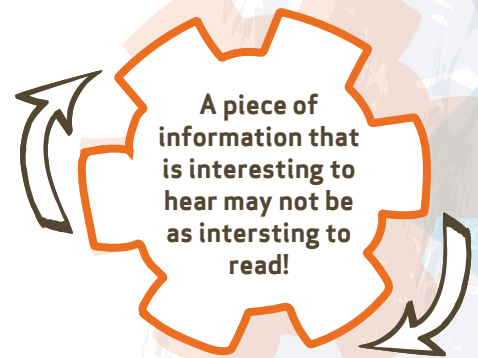
5 Putting it all together

- How can you share your message with other? What are your options? Brainstorm some ideas and work out how they fit with your message.

Here are some suggestions:

- **Petition**
- **Presentations**
- **Plays**
- **Social media**
- **Films** (other people's or make your own)
- **Posters**
- **Flash mob**
- **Letters**
- **Demonstration**
- **Competitions**

- You may need to use different methods for different groups. Remember, whatever form your campaign takes it needs to reach people. A film can look superb if you can get an audience to watch it but a poster can reach a wide audience **if put in the right place.**





6 Be realistic!



- Take a deep breath after all that hard work! Phew! You've probably already got lots of great ideas, but a good plan has to work **in the time available**.
 - ➔ What time do you have? Be very honest with yourself here. Plan for setbacks and allow room for error, even the best organisers need to do this!
 - ➔ What resources do you need? People, skills, talents, money, computers, stationery, other? Try to be thorough to avoid any unpleasant shocks later!
 - ➔ Review your plans. Make sure you can match what you need to what you have or can get.
 - ➔ You may have to compromise on some things you want to do if you don't have someone who can do it or the resources you need.

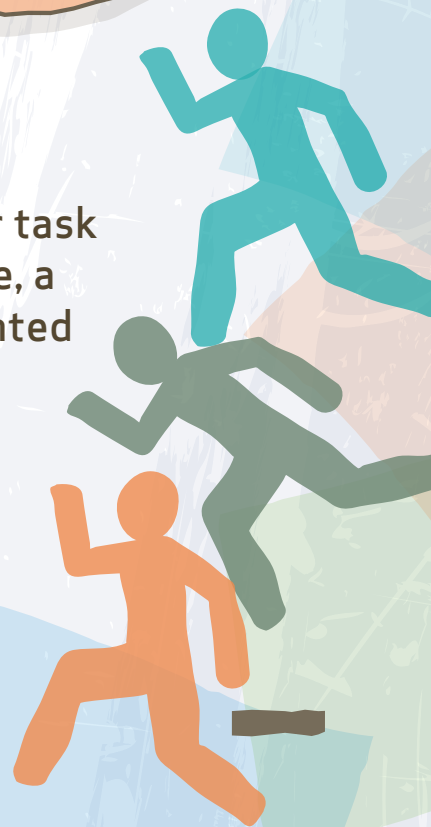
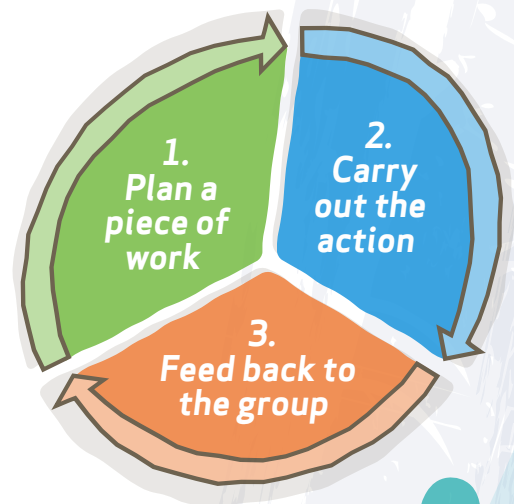




7 Let's get going!

- Once you have confidently dealt with all the issues so far, it will be time to start working on a clear and well-organised plan of action.

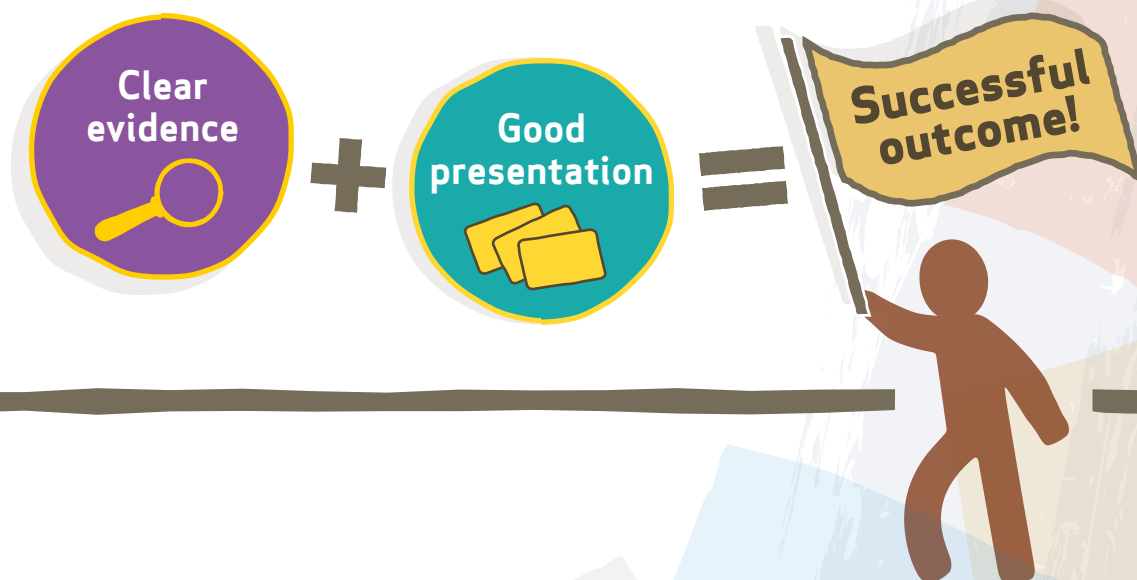
- ➔ Who is going to do what?
- ➔ Who is taking the lead?
- ➔ Make sure everyone knows what they have to do and when they have to do it by.
- ➔ It's good to have a timetable of this so that everyone can see what is happening.
- ➔ Remember that someone may have to finish their task before the next person can do theirs. For example, a poster has to be designed before they can be printed and displayed or a petition designed and agreed before people can start using it!
- ➔ Regular updates for everyone are important. These should be part of your plan to make sure everything is happening on time, so that you can change something if it's not!





8 Gather your evidence

- Your campaign may have involved a survey, a demonstration or an investigation. Whatever form your evidence takes, you now need to share it with the world. Before you do this, it's time to think about organisation again.
 - ➔ Make sure all your evidence and responses are kept together in one place
 - ➔ Decide how you are going to bring together the main evidence to show your achievement
 - ➔ How are you going to present it? Who to? When?





9 Success!

Now how are you going to publicise it and celebrate?

- Your campaign may have been a piece of work that people have already seen, such as a demonstration. However, you still need to think about how you can make this wonderful piece of work reach a wider audience.
- You will have already gathered your evidence, so now you need to put it together in an attractive and clear way.
- Finally, choose a location to showcase your work. Your school, community centre or parliament are all possible places to explore.





10 Learning from what we did

- It is useful to evaluate what you have done, celebrate what went well and work out how to improve it in the future.

Here are some questions to think about:

- Have you made a difference?
- What would you change if you did it again?
- How did you work together as a team?
- What did you learn through taking part in this campaign?

