

1. Find a focus & opening

2. Build out the elements

3. Prepare for responses

4. Run campaign

5. Evaluate reach & uptake

1. **Find a focus & opening** – in this first stage, the focus is on developing a campaign strategy. This includes the following:

Find a focus & opening		
	<i>Map out to build a strategy:</i>	<i>details</i>
1	Target segment(s)	a specific sector of the middle to engage in the campaign
2	Current frames/positions	The current frames and positions of the target segment
3	Value overlap	The overlap between the positive self-concept values of the target segment and those you are willing to appeal to
4	Opportunity or opening	an event or opportunity to target in the public debate
5	Narrative space for your campaign	A value space that you are willing to message to that overlaps with the values of the target segment and fits with the target event or opening in the debate
6	Feasible campaign objectives	a set of feasible objectives for the campaign

2. **Build out the elements** – Based on the strategy you defined for your campaign, the next step is to build out the elements needed that go together to trigger a positive response in your target segment. This includes the development of:

Elements of the campaign		
	<i>Build out the elements:</i>	<i>details</i>
1	Messages, stories & evidence	This includes developing a specific narrative to focus on, campaign messages, metaphors & slogans, stories and evidence that engage and trigger positivity.
2	Visuals	Images & memes
3	Messengers	trusted voices for the target sector willing to deliver a positive message

4	Activities & communication tools	to step through the dialogue and achieve objectives
5	Threshold forum/publication	a map of the specific target forum or publication you want positive coverage in to reach your segment
6	Resources	budget and manpower needed to develop and deliver the planned campaign

3. Preparing for responses and engagement – After building out the campaign elements, you need to prepare the team for the campaign and consider the expected responses. This includes the following steps:

Prepare for responses		
	<i>In these steps:</i>	<i>details</i>
1	Test & adapt campaign elements	Test the messages and other key campaign elements with a target audience sample & adapt based on the responses.
2	Talking points for the campaign	Develop a full set of talking points (how to move through the debate, what to avoid and dealing with difficult questions).
3	Prepare the team	preparation of the team to be engaged in a challenging debate

4. Run campaign – Now you are ready to go and roll out the campaign. Taking your plan in hand, there are a number of key aspects and steps to consider:

Run campaign		
	<i>Key aspects:</i>	<i>details</i>
1	Sequencing	Plan the elements/steps of the first wave of the campaign and further steps.
2	Get your ducks in a row & start	Get ready for the first wave and implement the campaign.
3	Monitor as you go	Keep looking at the schedule, responses/targets and budget.
4.	Expect the unexpected	Have advisors ready to help out and have a plan B.
5.	Prepare to defend your positions	You may have to defend against an attack and refine your messages.

5. Evaluate Reach & Uptake – A key element of learning from the campaign experience is to assess the effectiveness of campaigns in reaching your objectives. As part of a campaign planning process, you need to consider the evaluation and set up metrics at different levels:

Evaluate		
	<i>Key targets:</i>	<i>details</i>
1	Reach	How many of in the target segment did you reach? How many people in general paid attention?
2	Response	Did you get the coverage and responses you wanted?
3.	Uptake	Are the right people adopting and using the campaign messages or suggesting the policy position you put forward?