



Planning and implementing an effective international campaign

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Planning a campaign

- **Organisational objective – your mission/vision**
- **Campaign objective**
- **Analysis:** process, stakeholders (decision-makers and influencers, positions and levels of influence), pressure points and blockages
- **Strategy:** key messages, timing, tactics and activities
- **Resources**
- **Monitoring and evaluation**



Challenges – getting the analysis right

- Political analysis drives strategy
- Understanding multi-lateral institutions
- Getting a grip on complex politics
- Getting beneath the warm words
- Keeping up-to-date and adapting



Challenges – capacity

- How do you influence so many diverse actors?
- EU – 27 states + institutions
- UN – 192 states + institutions
- How do you build a campaign with local influence and credibility?
- And make it coherent?
- An international campaign requires international resources



How to mobilise the resources

- All about partnerships and networks
- Existing networks – e.g. project partners
- Find some (big) friends:
 - Existing global networks
 - Big international NGOs
 - Churches
 - Unions
- Branding and profile
- The power of technology – campaign website, social networking, online campaigns (avaaz.org)



Joint activities

For example:

- Coordinated lobbying
- Shared materials that can be adapted to local circumstances – branding, briefings, press releases, letters, emails
- Letter writing campaigns
- Joint action days – stunts, demonstrations.
- Online petitions
- But should all depend on particular needs of the campaign.



Ensuring coherence

- Partners - quantity or quality? Centralised vs inclusive?
- Clear, shared strategy
- Sign-up principles and sign off procedures
- Coordination structures – international / local steering groups
- Feedback mechanisms
- Shared materials that can be adapted to local circumstances – branding, briefings, press releases, letters, emails
- Conflict management



Constantly review

