

Migrant Rights Centre Ireland's Campaign strategy and coordination template

Campaign Name _____

Campaign heading	Overall aim & objective	Key actions
Policy research and investigations <ul style="list-style-type: none"> • Strategic litigation, strategic advocacy & case work • Research and investigations needed to development evidence base, illustrate best practice and offer solutions 		
Leadership development <ul style="list-style-type: none"> • Activating a core group of leaders critically active in campaign strategy and coordination • Developing leaders skills, knowledge and analysis 		
Building the base <ul style="list-style-type: none"> • Mobilising mass participation • Using social media • Mass communications 		
Involving allies <ul style="list-style-type: none"> • Identifying strategic and unusual allies and supporters • Building solidarity, collaboration • Leveraging for advocacy efforts 		
Campaign materials <ul style="list-style-type: none"> • Branding and campaign materials needed • Information sharing and awareness raising, advertisement 		
Civil Servants(insider strategy) <ul style="list-style-type: none"> • Identifying key influencers • Developing policy ask • Setting up internal meetings 		
Political engagement <ul style="list-style-type: none"> • Engaging decision makers • Identifying target/s • Identifying political champions • Engagement with political system (Dáil questions – PQ's, Dáil briefing, topical questions, delegation visits, Seanad briefing, briefing politicians on issues) 		
Action & events <ul style="list-style-type: none"> • Public actions and events – photo/media opportunity • Catalogue of direct actions – petitions, friendly delegations, flyer or leafleting actions, demonstrations (rally, march, silent vigils), street theatre, flash mobs, strike, music/art/drama collaborations 		
Other media – media strategy <ul style="list-style-type: none"> • Investigative journalism • Opinion piece • Media – radio, print, local and national, social media, online media 		