

Campaign strategy and planning – **playing to our strengths and seeing the bigger picture**

In order to play to our strengths in collective campaign efforts we need to be able to firstly identify what those forces for success are, make efforts to maximise them and at the same time minimise forces working against. A force field analysis is a great exercise to inform and sharpen our overall campaign strategy.

Force Field Analysis;

In your organisation/group firstly **identify and then rate forces for and forces against the success of your campaign;**

For example the Justice for the Undocumented (JFU) campaign calling for the introduction of a regularisation scheme for undocumented migrants and their families in Ireland.

A. Force For Success – How do we maximise forces working with us? Rate 1-10

- **Economic recovery +7**
- **Leaders and activists (voices and personal stories) +9/10**
- **Unusual and strong endorsers/allies +9**

B. Force Against Success – How do we minimise what's working against us? Rate 1-10

- **Global migration crisis -9**
- **Conservative or right of centre government -7**
- **Lack of empathy and understanding -5**

Based on a few of these forces JFU may decide to make better use of its unusual and strong endorsers and supporters and the voice and stories of its leaders and members in its tactics and actions.

Clearly the broader campaign strategy will need to take the bigger picture i.e. the global migration crisis into consideration and work to minimise this impact or address it in its campaign effort.

A conservative or right of centre government is also identified as a force against the campaign's success so tactics will need to minimise this impact.

Sometimes it's easier to go straight to tactics that are colourful, fun and angry. The harder bit in coordinating campaign efforts is to figure out the strategy so resources and energy are not wasted. We need to be always **building our power**. Carrying out a force field analysis in your campaign group helps figure out where the opportunities sit in any given organisation and informs tactic selection.