

Campaign strategy and planning – minding the members journey

1. Mapping and supporting a members journey

Are people at the centre of campaigns for your organisation/group? If so, think about their journey from **knowing nothing** to being **actively involved**. Ask questions like how do they connect with the organisation? How do organisations and groups bring people on a journey with them? What's the journey like? Think about building systems and processes around this journey that support engagement, participation, ownership and leadership. The following are useful reflection points to consider in consciously supporting a members journey.



- What are the 7-8 steps along a member's journey. How do we consciously bring people on that journey overtime? Know those critical points along the journey. For example;

How do they initially connect? Outreach, word of mouth?
Ask them to sign a petition
Make a phone call
Organise their own event/get others involved

- Ask yourselves do our current systems (organisational planning, IT systems, contact databases) support this model?
- Communications are a critical medium in the process of building power and building leadership. How do our communications systems and interactions help members and potential allies go from being;

Disconnected – to connected
Powerless – to feeling powerful
Invisible – to very visible

- Think about an action or event where there was really strong participation, ownership and leadership. What were some of the key ingredients? Was it hopeful, did people see themselves in it, did they have roles and tasks to do for example meet and greet, be a spokesperson

2. The Story of Me - The Story of Us - The Story of Now

In community work the personal is political. Community work politicises, agitates and activates people to question their lived realities, the world we live in and how power is organised. Values are at the heart of this effort and good group processes, including campaign efforts combine analysis with action informed by very clear values. The Story of me – story of us – story of now is a useful framework around which any group process, meeting or discussion with leaders and activists can be organised around. It places an emphasis on 'value language' appealing to hearts and minds and tapping into people's strong sense of injustice or desire to make change happen. It is possible to organise an entire meeting or event around these 3 concepts – they are like sign posts in a journey or a loose framework that holds an important process in place.

Mapping and supporting a members journey adapted from campaign workshop with Siobhan O'Donoghue Uplift <https://uplift.ie/> 2016.

The story of me – the story of us – the story of now adapted from training workshop with Ben Brandzel

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The Story of Me

The personal is political and all journeys start with the individual – the individual experience, problem, and reaction. In order to get to the story of us we need to start with you and I and who is in the room. Empowerment and collective action for change start in the lived lives of individuals, in stories being told, in relationships built on trust and mutuality. Some useful guiding questions for facilitation

So who is in the room?
What's your story? (Storytelling takes time but different exercises can allow for an element of storytelling that breaks down barriers and starts relationship building.)
What makes you tick? What matters to you? What gives you a fire in your belly and gets you to a session like this on your precious time off ?
Using exercises and group work to find out about the individual but not just for the sake of it – the individual in terms of this this process, this journey or organised effort that lies ahead

The Story of Us

Moving on from the individual story, the 'story of us' represents the potential for what 'we' can be. Emphasis here is on the collective journey, collective analysis, collective concerns. This is about getting into motivational and 'sales pitch' mode as a facilitator. Your not just imparting information your selling and suggesting a concept, a new journey, a collective effort that will be shaped by those present. A crucial way of doing this is asking people if they care? Care about their workplaces, their colleagues? Do they think its fair? Fair that workers/ people are treated this way. Essentially your starting some conscious raising here with the group and beginning to bring people along on a journey that they too have the power and influence and skills to shape. Paulo Freire once said asking the question why was one of the most powerful question you can ask.

For example undocumented migrants coming to a [JFU induction meeting](#) (outreach session targeted at potential new members). Once organisers know a little about peoples stories in the room, a JFU campaign time line is shared, core values and vision of the campaign are articulated in an effort to motivate people in the room to see themselves as part of the 'story of us'.

The Story of Now

- This phase allows for a focus on the opportunities that present themselves right now or in the near future for this room full of people
- It's an opportunity to end on a note of commitment
 - identifying what people are bringing already in terms of experience, expertise, skills
 - and what they can commit to in the future (leadership role, media work, network and membership building, spokesperson etc.)
- Agree what some of the opportunities are right now for this group/campaign for example political developments, upcoming important national events.
- The story of now is about securing buy in and getting everybody into the now and on their toes for future actions

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