

<b>Campaign template</b>	<b>Explanatory Note</b>
<b>Overall Goal</b>	An agreed upon common campaign goal - what you want to achieve: the big picture
<b>Demand</b>	A clear, targeted demand or set of not more than 3 campaign demands - the specific programmes and policies you want to change or see happen
<b>Target</b>	
<b>Primary target</b>	Everyone is in agreement and understanding who the target is and why. The person who can give you what you want
<b>Secondary target</b>	Analysis might show we have only enough power to move the secondary target, identify and agree who that person is. Person can apply pressure to move the target to deliver our demand
<b>Basic Message</b>	
<b>Strategy</b>	Identify the key strategies you will use to support your primary strategy of base building (building power, participation). The way or ways you use your power to win your demands.
<b>Alliance Building</b>	Issue requires more power than we have - get enough power from forming partnerships with others (labour, community orgs, and religious based networks). Use this strategy to combine organisational strengths. Joint projects, coordinated campaign, formal or informal
<b>Base Building</b>	Everything you do should be building the base, growing membership, growing power and active participation of those affected in collective effort to bring about change. This incorporates layers (leadership, core, base)
<b>Advocacy &amp; Political Engagement</b>	Strategy assumes that a target wants a system to work and wants communities to get what they need, therefore needs to know there are a problem and a solution to it. Initiating research, engaging membership base that has experienced the problem first hand, access decision and policy makers, knowledge about what is happening in the field (expert knowledge), target that responds to rationale and good-government argument
<b>Media &amp; Public Opinion</b>	Comprehensive and detailed plan to use public opinion and the media to move a target and raise an issue in the public consciousness. The goal is not to get media coverage. The goal is to move the target. Need communications plan with clear goals, objectives, target audiences, clear message, upskilled leaders and spokespeople
<b>Direct Action</b>	Engage the target in controlled confrontation. Mobilise members in well-organised, nonviolent events where they directly make a request of a target. The strategy is a show of power and also builds your power by engaging new people. Organisation needs to have a good understanding of when and how to mobilise its base
<b>Legal Strategies</b>	Organisation uses the legal system, the courts and judicial law to put additional pressure on your target to respond to your demands. Can force target to respond to an issue she doesn't want to. Important legal strategies support but don't replace power building strategies
<b>Campaign Objectives</b>	A series of objectives that you can evaluate. The steps you need to take in order to get what you demand. How you measure progress toward your goal