

TIPS FOR SUCCESSFUL
CAMPAIGN ACTIONSAMNESTY
INTERNATIONAL

PUTTING TOGETHER A CAMPAIGN ACTION PLAN



Protesters outside the Dow headquarters in Mumbai, India, demand the clean-up of Bhopal, December 2002. The demonstration marked the anniversary of the 1984 gas leak which killed over 22,000 people over the following 25 years.

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A CAMPAIGN ACTION PLAN WILL MINIMIZE PROBLEMS AND MAKE SURE THAT YOUR ACTION IS A SUCCESS

STEP 1: WHAT DO YOU WANT TO ACHIEVE?

Think about what you want your campaign action to achieve. For example, do you want to raise public awareness about Demand Dignity or a specific campaign issue? Do you want political leaders to listen to what people who live in poverty have to say? Or do you want to change people's perceptions about slum communities?

You should also think about what success will look like. For example, success might mean getting media coverage so that more people hear about human rights violations and Demand Dignity. Think about how you can measure this.

STEP 2: WHAT IS YOUR CAMPAIGN ACTION?

Defining exactly what you want to achieve and how you will measure your success will help you to work out what is the most appropriate campaign action. For example, if you want to raise awareness about Demand Dignity, some of the ideas on Action cards 7-10 might be appropriate. If you want to campaign about specific issues within the campaign, the ideas on Action cards 11-14 might be more relevant.

You might also want to run a session where you come up with different ideas – see Action card 2 on developing creative campaigning ideas.

STEP 3: PRACTICAL ISSUES

Here are some of the things that you need to think about to make your campaign action happen:

- Are there any partners who can help you to carry out your idea – for example, other campaign groups or organizations like trade unions? Is there a sympathetic person or organization who owns a space that you could use? Do you need to find an artist or technical person who can help you put your idea into practice? Think about how you could approach these people. You could contact people through www.demanddignity.org – see Action card 3.



Eriberto Ayala, a member of the Sawhoyamaya Indigenous community, presents his people's struggle to regain their traditional land in Paraguay during a workshop called "Human Rights and Struggles over Land and Habitat" at the World Social Forum, Belém, Brazil, January 2009.

- What is your timeline? How long will it take to organize your action? What are the key stages? If you are putting on an event, work backwards from this date.
- What are the expectations of other campaign activists who are involved in your action? Are you all agreed about what you are doing and what you want to achieve? Do you need to manage people's expectations about what you can realistically achieve?
- Are there any practical, health, safety or legal issues? How and when will you deal with them?
- Are there any security issues that you need to address? For example, will people be put at risk if they speak out in public about an issue such as housing. Make sure that you take all necessary measures to keep activists and members of the public safe.
- How are you going to make sure that as many people as possible hear about your action? Put together a communications plan that outlines how you plan to reach the media, the public and any other key audiences.
- How can you use the campaign symbol and slogans in your action?
- How can you use your action to sign people up to Demand Dignity?
- How are you going to record and share your action? Can you film it or take photographs? Do you need to get permission?

STEP 4: WAS YOUR ACTION SUCCESSFUL?

Did you achieve what you wanted to? If not, why not? Think about what worked well and what you could do better next time.

KEEP US INFORMED!

Once you have put together your action plan, you should contact your Amnesty International section and tell them about your campaign action.

JOIN TOGETHER

Are there other organizations or groups that are campaigning about similar issues? Working with local partners can increase the impact of your campaign actions. Community-based organizations might have useful contacts or resources that you can share. Find out if there are any organizations that would like to work with you.