

TIPS FOR SUCCESSFUL
CAMPAIGN ACTIONSAMNESTY
INTERNATIONALDEVELOPING CREATIVE
CAMPAIGNING IDEAS

The World Social Forum's opening march through the streets of Belém, Brazil, January 2009.

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IF YOU WANT TO DEVELOP CREATIVE CAMPAIGN ACTIONS, IT'S GOOD TO HAVE A SESSION WHERE YOU ENCOURAGE PEOPLE TO COME UP WITH NEW IDEAS

Here are some ways that you can get the most out of these sessions:

WHO SHOULD YOU INVITE?

Involving people from outside your normal group of activists can give you different perspectives and views. It can help you to understand how the wider public feel about the campaign issues. Invite people who wouldn't normally get involved in campaigns and see what they have to say. You could also invite children and young people – they often have some of the best ideas. Or, invite people who are most affected by the campaign issues – for example, people living in slum communities or who are denied other basic rights.

GET INSPIRED

Do everything you can to help people to think freely and be creative. Here are some ways you can do this:

- Try a change of scene – you could meet in a park or a public space.
- Create mood boards with relevant drawings or cuttings from magazines that can help to inspire people.

- Give people paper and pens and get them to draw what dignity looks like to them. This can help to get ideas started.

GETTING STARTED

The best way to start is by getting people to come up with ideas for campaign actions and write them down without discussing them. Don't say no to any idea no matter how crazy, expensive or impractical it is! Even the wildest idea might turn into something that is achievable.

It's good to give yourselves a time limit – it can be as little as 30 minutes. This can help you all to focus. Come up with as many ideas as possible and then you can go back and spend more time thinking about what will work.

CHOOSING THE BEST IDEA

Once you've got your ideas, go through and decide whether they will work. Get different people to look at each idea from one of the following perspectives:

- Impact: What do you want your action to achieve? Which ideas are most likely to achieve what you want?

- Danger: Could any of your ideas go wrong? What are the risks?
- Creativity: How can you push each idea to its limits? Can you do something unexpected that will have a big impact?
- Work together: How can you work with others to bring this idea to life? Can you pool effort and resources and increase the overall impact?
- Reaching out: How can you develop the idea to make sure as many people as possible hear about the campaign and its issues. How can you get the media interested?
- Organization: What do you need to do to plan and put your idea into practice?

PUT IT INTO ACTION

Once you've decided on the idea that will work the best, you will need to put together an action plan – see Action card 1.

RECYCLE!

You might have come up with lots of really good ideas but you won't be able to use all of them now. Keep a note of them though – you might be able to use them another time.