

Handout Successful Campaign

A successful campaign depends on many different factors, and because all of these elements come together, this canvas serves as a method to create an initial outline of a coherent campaign strategy. It guides you step by step through the key questions that need to be answered, and helps ensure that those answers are considered in relation to one another. Tip: create a campaign timeline alongside this canvas to plan what needs to happen when, and what results should be achieved by each stage.

Campaign Canvas **Team:** **Goal campaign:** **Duration:**

1. Vision

What is the long-term vision for the change that this campaign aims to achieve?

3. How do we achieve change

How does change come about? How can we disrupt and change the existing situation? How can we change culture or encourage alternatives?

4. Who can help bring about this change

Who has influence, who can be an ally? Be specific.

6A. Goal

What is the main goal of this campaign?

8. What is our narrative

About ourselves and our plan to win.



2. What needs to change now

What change can we achieve during this campaign?

5. What keeps us in the current situation

What trends, events, stakeholders, and factors?

7. What does success look like**6B. Interim goals**

What specific, measurable interim goals do we need to achieve in order to get there?

9. What can people contribute to the campaign**10. What resources do we need****11. How many people do we need to reach with what activities****12. Risks and obstacles**

Are there any risks that could cause this plan to fail, or are there any risks for the organization?

13. What measurable results show that we are on the road to success

And how do we measure that?

