campaigning
and evaluate your
So you want to plan
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then their right
they ridicule you.

FIRST THEY
IGNORE YOU, THEN
WHEN “CAN’T
WITH” GAIN

So you want to plan and evaluate your campaign?

Public Education
Action

Research and methods

Publicity

Learning" Living, Leaving...
The Players

Objectives:

- Define the key players in the campaign to achieve the long-term goal.
- Involve key stakeholders in the campaign to ensure its success.
- Address your short-term goals.
- Make measurable, how will you know whether you have achieved your objective?

The key thing is that the short-term goals are:

- To identify the players with the potential to influence decision-makers.
- To identify your government to accelerate funding for mine.
- To identify your government to enhance your position in de.
- To identify your government to assist in the mine.
- To define your government to assist in the mine.
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Some short-term goals could include:

- To define your government's position on resources, your open offer, or the hands-off policy.
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Setting the Goals

Organizations, for the organization of your campaign plan with your members of staff.

If your campaign is well-organized, you will be able to stop

are responsible for the effectiveness of their organizations.

By the time you have identified your organization, and your campaign is well-organized, you will be able to stop

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So you want to plan and evaluate your campaign.
YOU WANT TO PLAN AND EVALUATE YOUR CAMPAIGN

So You Want To Plan and Evaluate Your Campaign

You want to plan and evaluate your campaign to ensure it is effective and achieves your goals. Here are some key steps to consider:

1. Define your goals: Clearly define what you want to achieve with your campaign. This will guide your strategy and help you measure success.
2. Develop a strategy: Create a detailed plan that outlines the tactics you will use to achieve your goals. This should include target audiences, messaging, and key messages.
3. Build alliances and coalitions: Partner with other organizations, groups, and individuals who share your goals. This can help you reach a wider audience and strengthen your message.
4. Implement the campaign: Put your plan into action. Monitor progress and make adjustments as needed to ensure you stay on track.
5. Evaluate the results: After the campaign, assess its impact and measure the success against your goals. Use this feedback to improve future efforts.

Remember, planning and evaluation are ongoing processes that help you refine your approach and maximize your impact.
Analyzing a campaign

Every year, businesses are faced with a decision about how to allocate their marketing budget. The choice is often influenced by a variety of factors, including the size of the company, the resources available, and the goals of the campaign. A well-thought-out plan is essential to ensure that you are making the most of your investment. Here are some tips to help you create a successful campaign:

1. Identify your target audience: Understanding who your target audience is will help you to tailor your message and choose the best channels for reaching them.
2. Set clear objectives: What do you want to achieve with your campaign? Setting clear objectives will help you to measure your success and make adjustments as needed.
3. Develop a creative strategy: A strong creative strategy will help your campaign to stand out and capture the attention of your target audience.
4. Allocate resources wisely: Determine how much you can afford to spend on your campaign and allocate your resources accordingly.
5. Monitor and adjust: Keep an eye on your campaign's performance and be prepared to make adjustments as needed.

Now that you have a plan, it's time to put it into action. Good luck!
1. Brief of the campaign

2. Goals

3. Participants

4. Opponents

5. Organization and constituency work

6. Preparation for action

7. Preliminary action

8. Action

5. Organization and constituency work

How were supporters of the opposition won over or neutralized?

What was your role for the campaign to succeed?

How can you make the decisions in opposition to the opposition?

Who were the opponents? Who was making the decisions in opposition to the opposition?

In what do these things, who were those who decided to participate to do so?

Why? Why were the people who decided to participate able to do so?

The campaign cycle

Step-by-step evaluation and preparation

Planning

Implementation

Evaluation
1. Objective:

The objective of the campaign is to raise awareness of a specific issue. The campaign aims to educate the public about the importance of the issue and to encourage action. The goal is to achieve a certain level of support or change in policy.

2. Strategy:

The strategy involves the following steps:

- Research: Conduct thorough research on the issue to understand its scope and impact.
- Planning: Develop a detailed plan outlining the steps to be taken, including timelines and resources.
- Execution: Implement the plan with the help of various stakeholders.
- Evaluation: Monitor the progress and make adjustments as necessary.

3. Implementation:

The campaign will be executed through a combination of online and offline channels. This includes social media, traditional media, and community outreach initiatives.

4. Evaluation:

The success of the campaign will be measured by:

- Increase in public awareness and engagement
- Change in policy or behavior of relevant stakeholders
- Feedback from the community on the effectiveness of the campaign

5. Conclusion:

The campaign is expected to achieve its objectives within the specified timeframe. The lessons learned from this campaign will be used to inform future initiatives.

Footnotes: