

Building Your Campaign

Knowing where to start when building your campaign can be difficult. Here is a step-by-step process that your team can use to get started.

Step 1

Identify your target audiences and define your campaign problem and goal.

Part 1 Identify your target audience - Work through the following questions:

- Who is your target audience?
- What does your target audience care about?
- Where does your target audience gather?
- What kinds of activities does your target audience like to do?
- What social media platforms do they use?
- What gaps of knowledge do they have about IHL? Do they have any knowledge about IHL?

Write a statement defining who your target audience(s) is?

Part 2 Define your problem and goal- Keeping your target audience in mind, work through these questions that will help you define the problem and your goal:

- What would you like your audience and community to know about IHL and the theme?
- What information would be particularly useful or interesting to them?
- What kind of action would you like them to take?
- How can you measure if your goal has been accomplished?

Write a statement defining the problem you would like to solve:

Write a statement defining the goal of your campaign:

Step 2

Now that you have your target audience, problem, and goal in mind, it is time to brainstorm solutions for your problem.

Part 1 Brainstorming solutions- As quickly as possible and without judgement, come up with as many activities as possible. They can be from all of the categories and can be new ideas but also ones that are from the modules, activity guides, and handbook.

Write down as many of the ideas as you can.

Part 2 Evaluate ideas- After writing down all of the ideas, with your team, go back through the list and evaluate them based on these questions:

- Which of these ideas solves your problems best?

- Which ones can you do with the time and resources you have?

- How will you track participation? Will these activities reach the numerical goals you have set?

Part 3 Decide on activities- Once you have evaluated the ideas, decide which activities your team would like to include in the campaign. These do not have to be definitive. Capabilities and interests might change as you work through the building your campaign process and as you start your campaign.

List the activities you would like to include in your campaign.

Step 3

The next step is to map out your activities for your campaign. Visualize what each activity/event will need. Your coordinator can be helpful with providing materials, knowing the appropriate social media posts, etc.

Use the Step-by-Step Activity Plan to make a list for each activity of what materials will be needed, what tasks will need to be completed such as booking a space, what team members will definitively be present at each event, etc.

Also, make a tentative schedule of when, where, and at what time events will be. We encourage you to map things out on a calendar so that you can have a broad idea of when events will be so that tasks can be completed before the events. Things can be changed/edited when needed but it at least provides an overall timeline of events.

It can be helpful to get feedback from your friends, families, teachers, etc. Do they think that these activities would be helpful in achieving your goal? Do they have any ideas of what you can do to improve your activities/events?

Step 4

Submit the Building Your Campaign outline to your coordinator for feedback and approval. You can continue to plan specific events/activities with the Step-by-Step Activity Plan. Now conduct your campaign and have fun!