


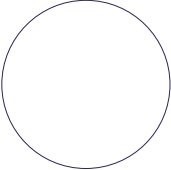




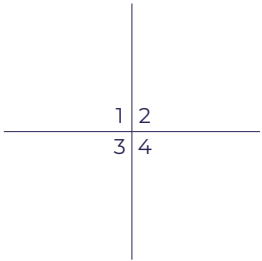







# CAMPAIGN CANVAS

<p><b>1. Campaign Vision &amp; Scope</b> </p> <p>What is the core problem your campaign is trying to address?</p> <p>What is the scope of your campaign?</p>	<p><b>2. Context Analysis</b> </p> <p>What is the context you are operating in?</p> <p>What are the risks?</p>	<p><b>3. Target Audiences</b> </p> <p>What is your target audience statement?</p> <p>What would a typical member of your audience look like?</p> 	<p><b>4. Persuasion and Story</b> </p> <p>What are your audience's current narratives?</p> <p>Who are their influencers?</p> <p>What is your persuasive aim?</p>
<p><b>5. Content Creation</b> </p> <p>What platforms will you use for your campaign?</p> <p>How will your audience engage with your content?</p>	<p><b>6. Content Management</b> </p> <p>Who will create content and manage engagement? What resources do you need?</p>	<p><b>7. SMART Goals</b> </p> <p>Where are your SMART goals?</p> 	<p><b>8. Mobilisation</b> </p> <p>What mobilisation tactics will you use?</p> <p>What are your calls to action?</p>
<p><b>9. Key Partners</b> </p> <p>Who are your key partners? How can they contribute to your campaign?</p>	<p><b>10. Campaign Branding</b> </p> <p>How will people recognise your campaign?</p> <p>Name: <input type="text"/></p> <p>Slogan: <input type="text"/></p> <p>Hashtags: <input type="text"/></p> <p>Design Notes: <input type="text"/></p>	<p><b>11. Monitoring and Evaluation</b> </p> <p>How will you measure your campaign?</p> <p>How often will you check your campaign and make changes?</p>	<p><b>12. Reporting Outcomes</b> </p> <p>What does success look like?</p> <p>How will you showcase your outcomes?</p>