



# MEDIA CAMPAIGNS FOR SOCIAL CHANGE & Advocacy

## Intro to Campaigning Canvas Parts 1 + 2



Camera on, mic off



Notebook and pen



Google Drive + Mural



Smartphone



## WHAT YOU NEED

# AGENDA

## Canvas 1 + 2



**Introduction to the Campaign Canvas**

**Campaign Vision & Scope**

**Context Analysis & Risks**

**Case Study: Love Matters India**



**Introduction to the Campaign Canvas**




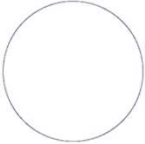




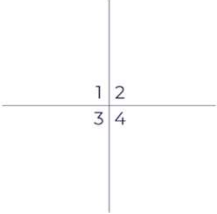





**Campaign Vision & Scope**

**Context Analysis & Risks**

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# CAMPAIGN CANVAS

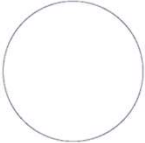
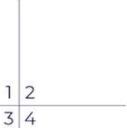


<p><b>1. Campaign Vision &amp; Scope</b> </p> <p>What is the core problem your campaign is trying to address?</p> <p>What is the scope of your campaign?</p>	<p><b>2. Context Analysis</b> </p> <p>What is the context you are operating in?</p> <p>What are the risks?</p>	<p><b>3. Target Audiences</b> </p> <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 you 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>



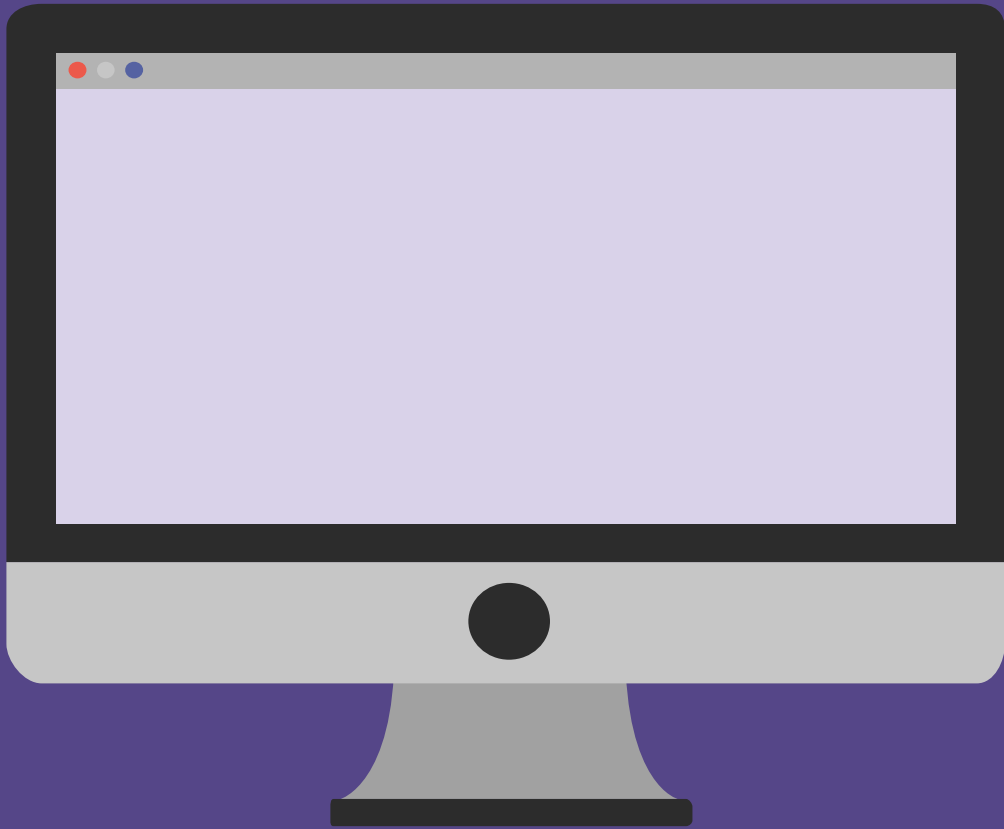
# CAMPAIGN CANVAS



<p><b>1. Campaign Vision &amp; Scope</b></p> <p>What is the core problem your campaign addresses?</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. Campaign Message</b></p> <p>What message 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>12. Reporting Outcomes</b></p> <p>How does success look like?</p> <p>What outcomes?</p>

Individual Canvases & Assignments to fill out on:

M U R  
A L



## Online Learning Academy



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**Case Study: Love Matters India**





**What is your definition of a  
campaign?**



## IDEA STORM

Go to **menti.com**, enter the code **65077969** and answer the following question:  
**What is your definition of a campaign?**

# CAMPAIGN STRATEGY & VISION



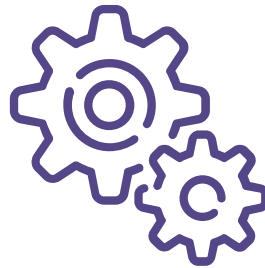
## PROBLEM

What problem are you confronting?



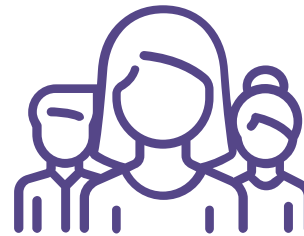
## VISION

What is your vision of how the world will be, once the problem is resolved?



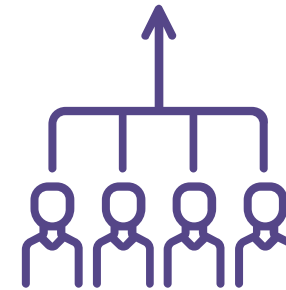
## CHANGE

What changes would bring about this vision?



## STAKEHOLDERS

Who is affected, positively or negatively, by the problem?



## RELATIONSHIPS

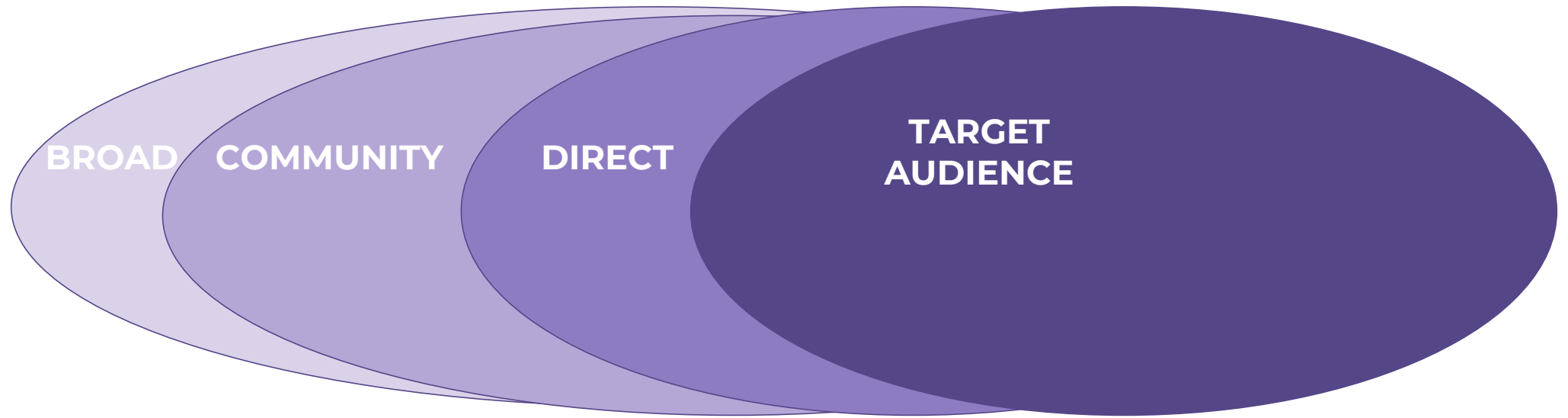
How are these people or groups related to the problem and to each other?



## TARGETS

If your campaign is successful, who will be affected?

# CAMPAIGN SCOPE

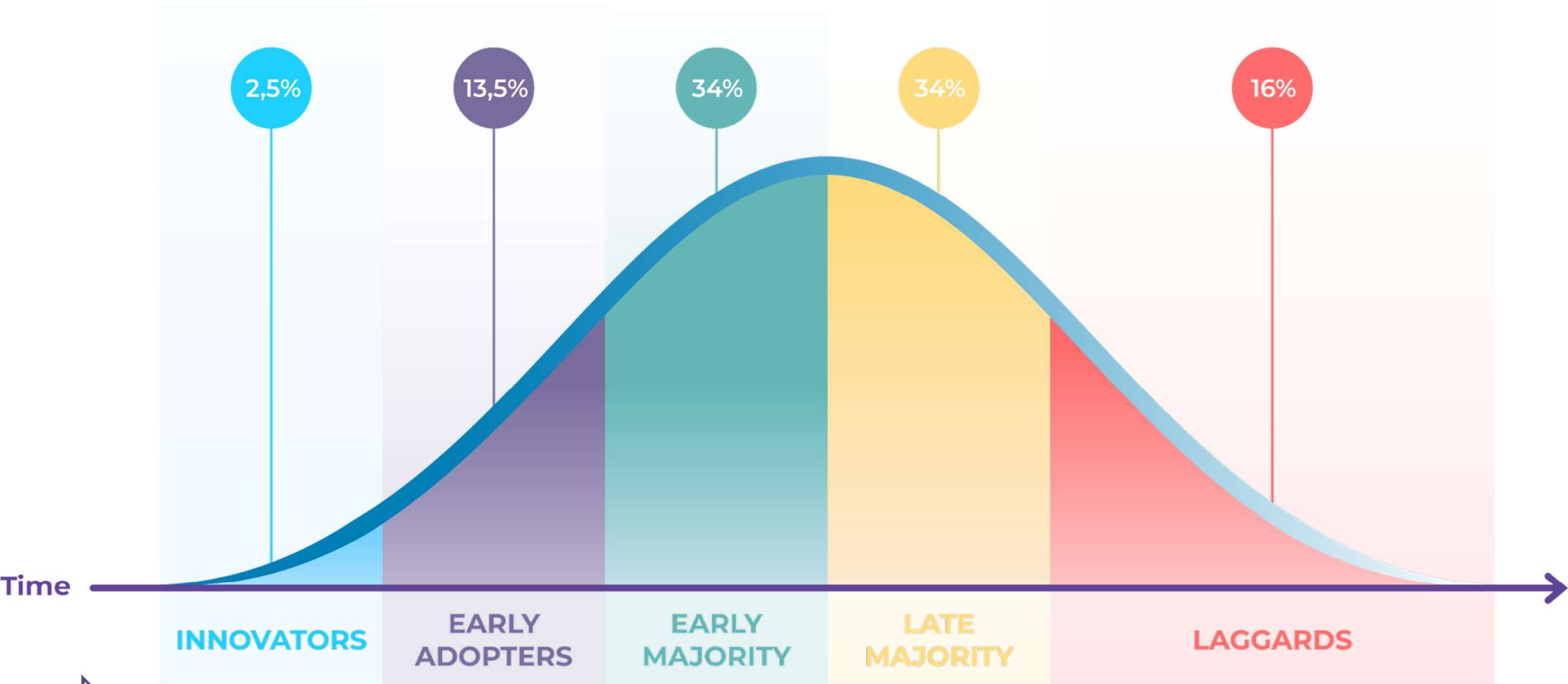




# CAMPAIGN SCOPE: TRADE OFF

- Resources
- Breadth
- Timeframe
- Level of Audience Engagement

# CAMPAIGN SCOPE





**Who is a “stakeholder” in  
your campaign?**



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**Who is a “stakeholder” in  
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# VISION/DEFINE YOUR CORE PROBLEM

- What is the key problem you want to address?
- What would a world without this problem look like?



## CONSIDER THE SCOPE OF YOUR CAMPAIGN

- Choose a realistic objective: what is your aim?
- What resources do you have access to and what actions are you planning to take?
- What is your campaign timeframe?





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- ▶ The purpose of a context analysis is to allow campaigners and NGOs to better understand the socio-cultural, political, economic and geographic factors that give rise to a need.
- ▶ A structured context analysis can contribute to the prioritisation of interventions and potential programmatic entry points while also informing project design, implementation and the monitoring and evaluation framework.

## WHAT IS A CONTEXT ANALYSIS?

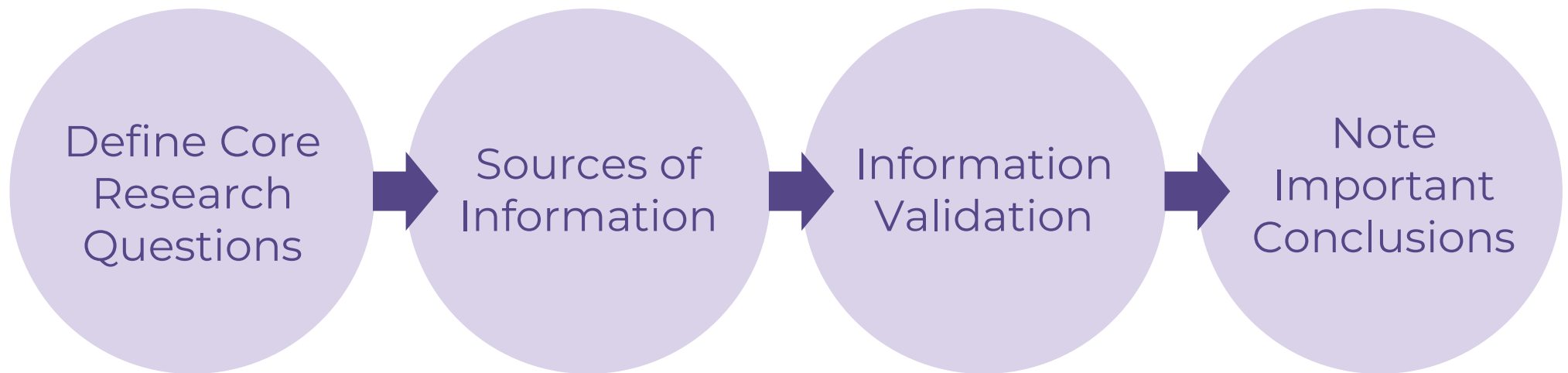
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## **WHY DO A CONTEXT ANALYSIS?**

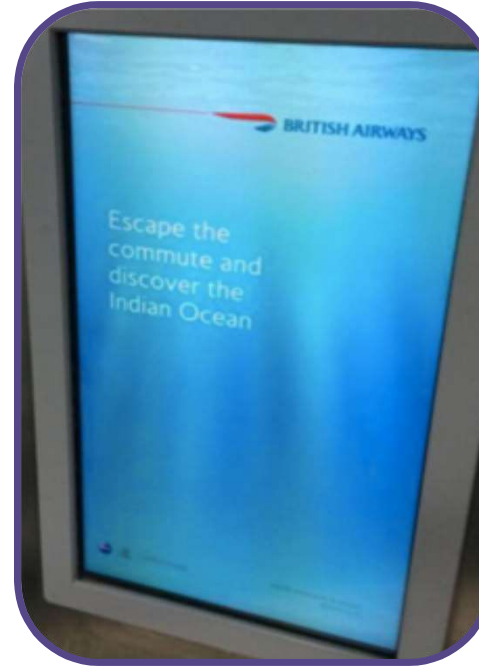
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## HOW TO DO A CONTEXT ANALYSIS?

# THE 4 STEPS OF CONTEXT ANALYSIS



# ASSESSING RISK





# LUNCH BREAK

1 hour





THANK YOU

WWW.RNTC.COM

