



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




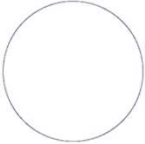




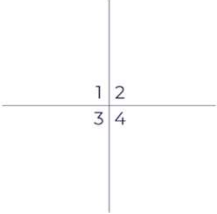





Campaign Vision & Scope

Context Analysis & Risks

Case Study: Love Matters India

CAMPAIGN CANVAS












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



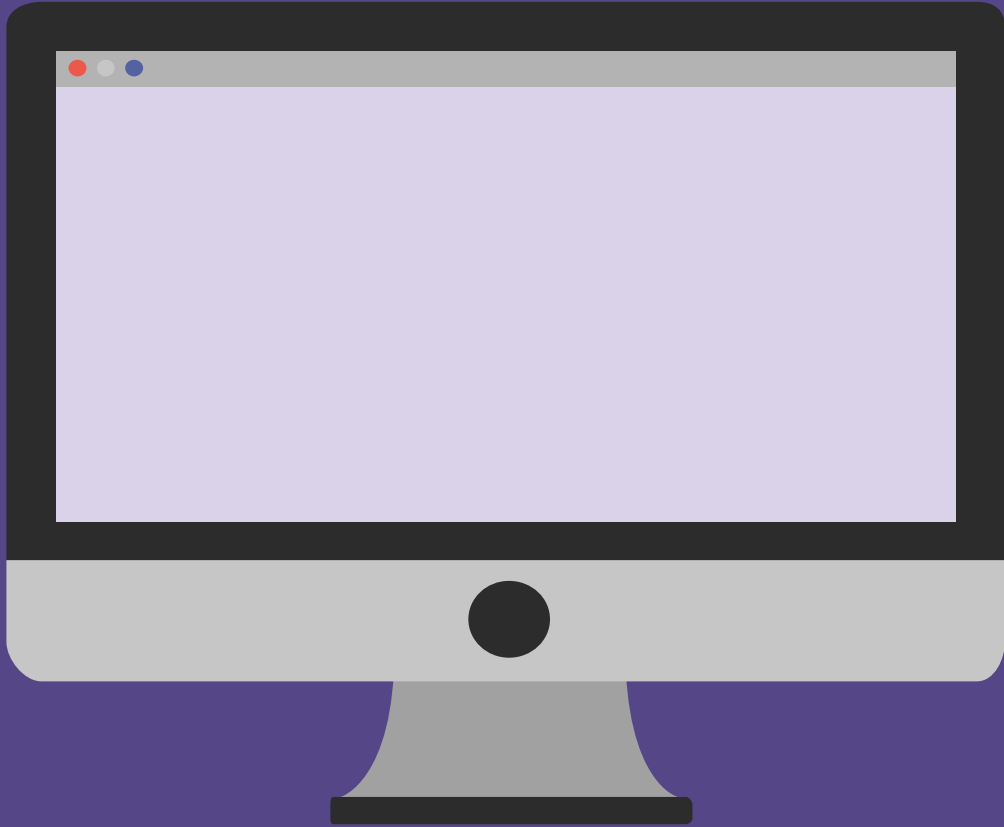
CAMPAIGN CANVAS



<p>1. Campaign Vision & Scope </p> <p>What is the core problem your campaign addresses?</p>	<p>2. Context Analysis </p> <p>What is the context you are operating in?</p> <p>What are the risks?</p>	<p>3. Target Audiences </p> <p>What is your target audience statement?</p> <p>What would a typical member of your audience look like?</p> 	<p>4. Persuasion and Story </p> <p>What are your audience's current narratives?</p> <p>Who are their influencers?</p> <p>What is your persuasive aim?</p>
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Individual Canvases & Assignments to fill out on:

M U R
A L



Online Learning Academy



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**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



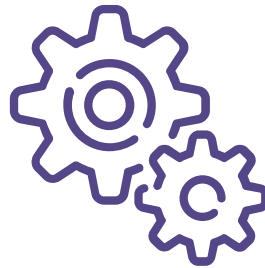
PROBLEM

What problem are you confronting?



VISION

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



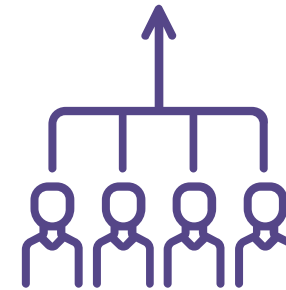
CHANGE

What changes would bring about this vision?



STAKEHOLDERS

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



RELATIONSHIPS

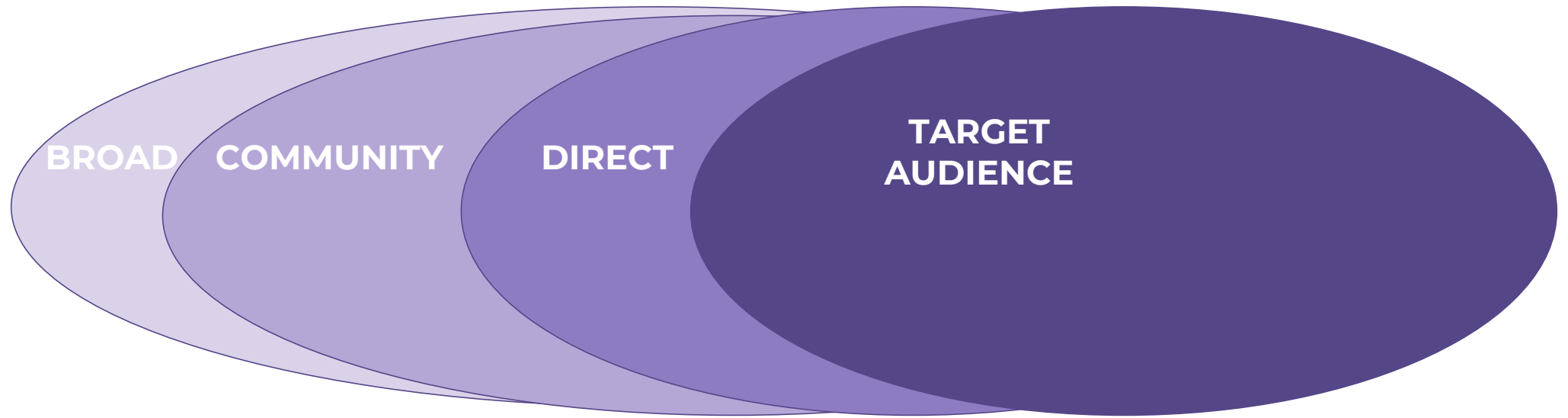
How are these people or groups related to the problem and to each other?



TARGETS

If your campaign is successful, who will be affected?

CAMPAIGN SCOPE

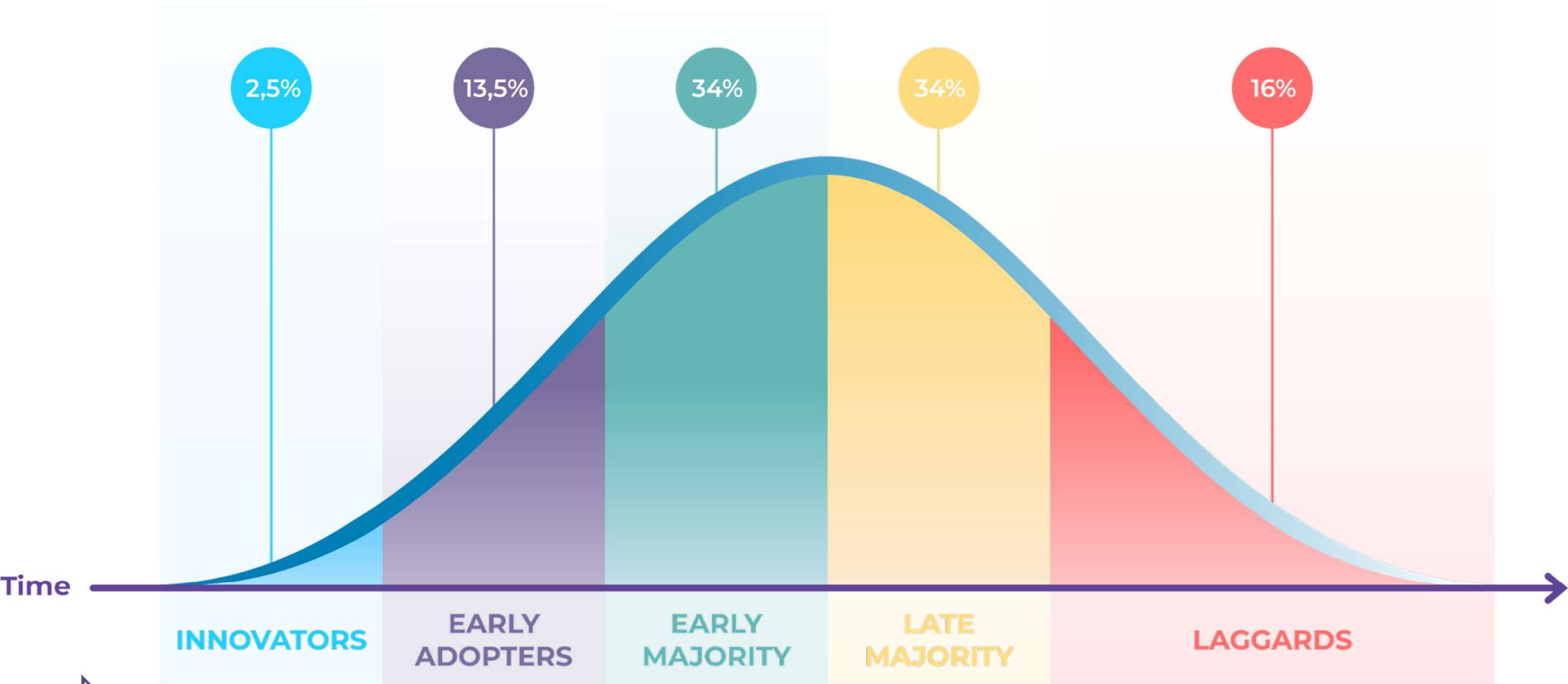




CAMPAIGN SCOPE: TRADE OFF

- Resources
- Breadth
- Timeframe
- Level of Audience Engagement

CAMPAIGN SCOPE





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



 **IDEA STORM**

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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?

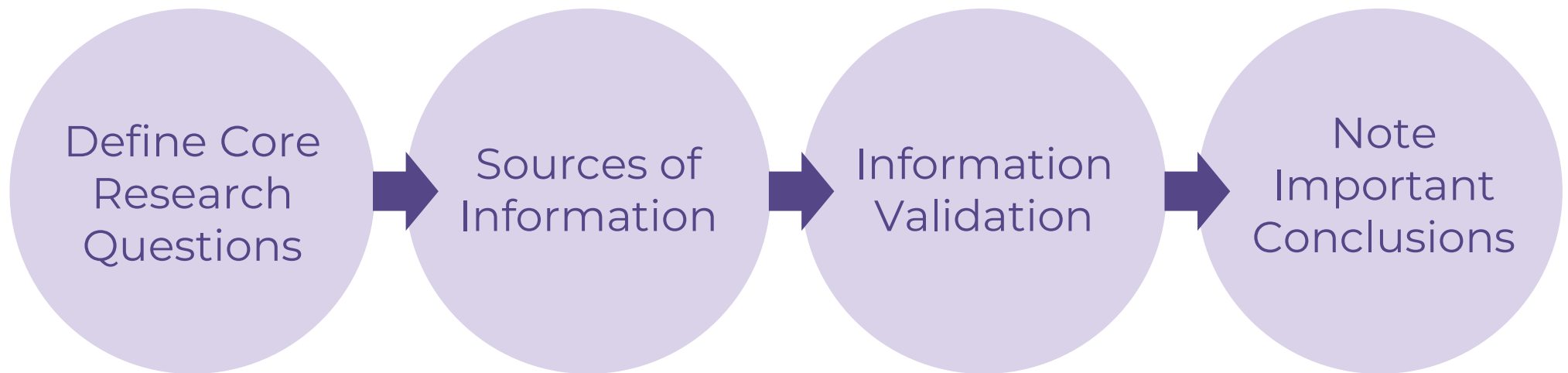
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WHY DO A CONTEXT ANALYSIS?

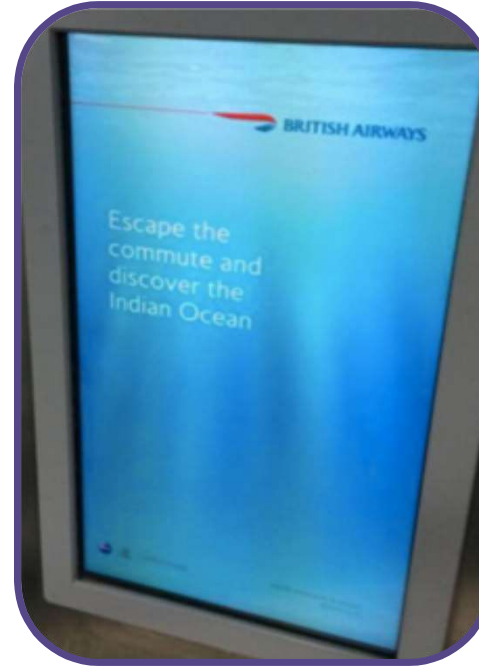
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HOW TO DO A CONTEXT ANALYSIS?

THE 4 STEPS OF CONTEXT ANALYSIS



ASSESSING RISK



LUNCH BREAK

1 hour





THANK YOU

WWW.RNTC.COM

