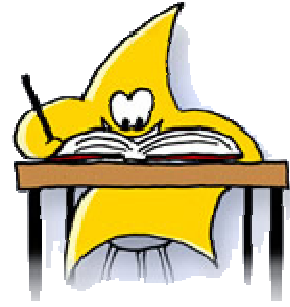


KS4:
Planning a campaign



Ten questions to plan a campaign:

What is the purpose of the campaign?
What do you hope to achieve?

Who else might be persuaded to join the campaign?

How will you make contact with them?

Would you invite a celebrity to front the campaign? If so whom?

Who are the people, what is the organisation, you are trying to influence?

How will you reach them?

What sort of event will you hold to launch the campaign?

Would you hold a demonstration, if so where?

How long will the campaign take?
When will you decide to call it off?

What will it cost?