



# CAMPAIGNER NETWORK TOOLKIT

## **2) How to plan a campaign**

## How to plan a campaign

The aims, objectives and timeframes of our campaigns will be developed and decided nationally by The Vegan Society. We will then periodically send members of our Campaigner Network specific 'actions' for each campaign. Although we shall help and support you by giving you guidance about when a particular campaign action will be most effective, you can improve the chances of its success by planning how you will go about delivering this action in your community. Most effective planning advice is simply common sense, but it is always helpful to look systematically at the tasks you'll need to perform.

The most important thing is to clarify what your aims are. Using the information provided for that specific campaign action, you may ask yourself:

- ◀ What is the thing that we want to do something about? (e.g., animal agriculture is destroying our environment. It causes up to 91% of Amazon deforestation. In comparison, growing vegan food uses 50% less land than animal agriculture. Therefore our aim is to raise awareness of this fact and encourage people to go vegan for the planet.).
- ◀ What task (event or other activity) will you undertake to address that concern? (e.g., a meeting with your local MP)
- ◀ How will performing that task meet the concern that you have identified? (e.g., to persuade MPs to lobby the relevant government ministers).

## Planning

- ◀ Hold a brainstorm activity to come up with as many ideas as possible relevant to the campaign action.
- ◀ Decide what individual pieces of work will need to be done.
- ◀ Check the timelines requested in the campaign action we have sent you. Create a timeline – when do individual tasks need to be done by?

- ◀ Estimate time and cost – will you have the necessary resources? Do you need any support from us?
- ◀ Prioritise – some tasks will be more crucial (and time dependent) than others.
- ◀ Assess possible risks and take action (e.g., health and safety, insurance).
- ◀ Keep going back to your initial aims: are you on track to meet them?

## Making it happen

Having decided on the tasks, agreed when, how and by whom they will be done, and considered the resources you'll need, you can get on with putting the plan into action. You may well need to chat with your group more than once either in person or online to check you are on track.

A few tips to help you do this successfully:

- ◀ Plan in enough time for meetings: work back from the proposed date of the action.
- ◀ Use your agenda effectively: be concise, use action points, and set a date for your next meeting.
- ◀ Allocate tasks widely. By involving people, you will make them feel they have a stake in the event's success.
- ◀ Consider whether there is a need for someone to take on a project manager role.
- ◀ Don't forget to conduct an evaluation after the event: it will help you do even better next time.
- ◀ Remember we're here to help – if you need any advice or support through the process then drop us a line at [campaigns@vegansociety.com](mailto:campaigns@vegansociety.com), or share your thoughts on our closed [Facebook group](#).