



CAMPAIGNER NETWORK TOOLKIT

3) How to promote a campaign

Planning effective publicity

Before promoting the campaign and taking the requested campaign action, you may wish to think about exactly what you want to achieve. It will be useful to use the information that we send you relevant to the particular campaign and these questions as a guide:

1. What is the objective of this piece of communication?
 - ▶ What do you want to advertise or promote?
 - ▶ What do you want your audience to know or do as a result of seeing it?
 - ▶ Will it be used in conjunction with any other materials?

2. Who are your target audience(s)?
 - ▶ How much do they know?
 - ▶ Where and how will they see the materials?

3. What is your key message(s)?
 - ▶ How will these messages be expressed; visual or written?
 - ▶ What is the appropriate style and tone of voice (e.g., fun, engaging, business-like)?

4. What information do you need to include?
 - ▶ For example, the date and location of an event, contact details, an explanation of your event or group.
 - ▶ If setting up an event, check with The Vegan Society's Supporter Services that you are covered by The Vegan Society's public liability insurance.

5. What is the best medium of communication?

Action Packs for each campaign will be available to download from The Vegan Society website. You can also request that we post hard copies of the promotional/information material to you. If you are printing downloadable material it is advisable to consider the following:

- ◀ How much money do you have for printing materials? If you are an established group you may have your own small amount of funds for promotional material.
- ◀ Where will you be advertising?
- ◀ Using the campaign action material, you may wish to produce posters, leaflets, or communicate online.
- ◀ Remember the environmental impact of producing campaign materials. Always print your materials double sided and on recycled paper if possible.

Creating print materials

You may wish to create your own promotional material and forms of communication for the campaign. If so, please check that the designs you create match the originals from the campaign Action Pack.

- ◀ It doesn't matter whether your materials are hand-made or produced on a computer, although using a design package will help you create a more professional-looking result.
- ◀ Make sure that the materials are proof-read by a fresh pair of eyes. There's nothing worse than discovering errors when you've already produced multiple copies.
- ◀ Ask if any local printers will print your materials free or at reduced cost, as a contribution to The Vegan Society.
- ◀ Above all, keep your materials bold, simple and to the point, for maximum impact.

Taking your campaign online

The online world can offer an easy way for you to promote your group or campaign widely, to a range of different people – free of charge.

Facebook

You may like to start a Facebook Group or Fan Page for the local action you are taking as part of a national Vegan Society campaign. This provides an online presence for the campaign and helps promotion, as well as allowing you to hold discussions and design events. A Fan Page has the added benefit of automatically showing every update in people's news streams, rather than you having to message the whole group with every update. While the Events tool on Facebook is not always accurate in letting you know how many people will attend a campaign activity (as people often say they are attending just to symbolically show support), it is a good tool to spread the word to large numbers of people.

EventBrite.com

EventBrite is a good tool to administer your campaign event. Not only does it hold information about your event, it sends attendees reminders and also issues tickets. If you are going to charge for an event it can manage this whole process for you.

Twitter.com

Twitter can be quite baffling but with a little practise you may find it to be a unique way to build contacts – people who live in your area or are working on a similar campaign. Used well, Twitter can be very effective. We can advise on how best to use Twitter and will provide sample tweets for the relevant campaign.

Meetup.com



MeetUp allows you to create a new online presence for your Campaigner Network group, advertising local events and promoting your campaigning and actions to people who might like to join.