

PLAN YOUR CAMPAIGN STRUCTURE

STRATEGY

SET UP YOUR GOALS AND OBJECTIVES

Task 1:

Describe Your Challenge

- The **community of people** affected, and
- The **shared behaviour** you want to change or promote.

Example:

"Why do some teenage boys living in London (community of people) join violent gangs (shared behaviour)?"

Tips:

Keep your challenge grounded in facts or research—not assumptions. It should be concise and give clear direction to your campaign.

Task 2:

Define Your Audience

Create an **Audience Profile** to understand who you are trying to reach.

Broad Characteristics:

Demographics such as age, gender, location, language, socio-economic status, education, and employment.

Specific Characteristics:

Behavioural traits, values, motivations, influences (family, peers, media), and preferred information channels.

This helps determine how and where to engage them most effectively.

Task 3:

Set Your Goals

State the **long-term** desired result of your campaign.

Examples:

- Demographics such as age, gender, location, language, socio-economic "Reduce the number of young teenagers joining violent gangs."

• "Raise awareness in Muslim communities about the radicalisation of young women."

Goals should be **real, clear, measurable, and achievable**.

Task 4:

Define Your Objectives

Set specific, **SMART** (Specific, Measurable, Achievable, Relevant, Time-bound) targets that mark progress toward your goal.

Example:

"Provide 1,500 students (aged 13–16) with access to educational resources on the risks of extremist groups."

Include:

- **Tactics:** Concrete actions or tools you'll use.
- **Impact Indicators:** How you'll measure success (e.g., improved awareness, engagement, or behaviour change).

→ **Tailor your message**

Task 5:

Choose Your Message

Develop a clear and compelling message that resonates with your audience.

Key Components:

- **Campaign Description:** What the campaign is about.

- **Core Message:** A short, memorable slogan or phrase.

- **Call to Action:** What you want your audience to do.

- **Tone:** The campaign's personality or voice.

Tips:

Keep it authentic, relatable, and easy to share.

Task 6:

Choose Your Messenger

Select the most credible and relatable messenger to deliver your message.

Options:

Peers, authority figures, community leaders, or experts.

Tips:

The messenger should be trusted by your audience and seen as relevant to their lives.

Task 7:

Content Type

Identify what types of content you'll produce:

- Videos (short/long form)

- Photos

- Infographics

- Audio

- Interactive or digital media

- Text

- Graphics

- Data visualizations

- Live streams

- Podcasts

- E-books

- Whitepapers

- Case studies

- Infographics

- Infographics