**Planning Your Campaign**

**What problem are you trying to solve?**

*Consider what problem you are trying to solve, including the root causes, and the impact.*

**What needs to change?**

*Consider what needs to change in order to solve the problem identified above.*

**What are the (SMART) goals of your campaign?**

*Make your goals SMART – specific, measurable, achievable, relevant and time-bound.*

**How will you achieve your goals?**

*Consider the tactics, actions and events you will use to move your campaign forward.*

**What resources do you need?***Consider the resources you need, including any funding, promotional materials, and space.*

**Who do you need to work with?**

*Consider who can support you and who you can collaborate with, as well as who you will need to consult.*

**Who holds the power?***Consider who has the power to make the changes or carry out the actions you want.*

**What challenges could you face?**

*Consider any obstacles that you might face which could prevent you from achieving your goals. You may want to plan for these now.*

**What are the associated risks?**

*Consider any risks to yourself, others who participate in or are affected by your campaign, and any group or organisation you are acting on behalf of.*

**How will you measure impact/success?**

*Consider what might indicate that your campaign has had an impact, and any targets you have.*