

STAGES OF A CAMPAIGN

- 1. Identify problems & issues in the community**
- 2. Focus on one issue and research it**
- 3. Get a bigger picture (analyze institutions and power structures – aka power analysis/ mapping)**
- 4. Develop a campaign strategy**
- 5. Run your campaign**
- 6. Evaluate**

CHARACTERISTICS OF A GOOD CAMPAIGN

- ★ Clear timeline**
- ★ Clear target**
- ★ Clear goals**
- ★ Clear demands**