



CAMPAIGN CHECKLIST

Starting point

- Start with situation analysis, i.e. mapping the problem, to understand the overall context.
- Define key stakeholders in order to engage them in tackling a desired issue.

Ambitious goal, achievable aims and measurable objectives

- Have a clear goal with realistic deliverables.
- Try to describe why, where, what, when and how you plan to implement your campaign.

Defined target groups

- Perform stakeholder analysis, taking into account groups' interests and their potential influence.
- Test your messages and draft materials within focus groups.

Slogan and identity (creative idea to be implemented through all visuals)

- Create a slogan that is catchy, short and simple.
- Design a key visual that illustrates your slogan.

Key messages

- Create a set of clear and short messages with concrete and strong argumentation for all target groups.
- Develop targeted messages as well for addressing specific target groups.

Key activities & materials

- Set a plan with a clear timeline of activities and production/delivery of all materials.
- Match your objectives with the identified target groups.

Raising campaign funds and resources

- Plan and implement your activities meaningfully and persistently.
- Invite your partners to contribute with their resources.

Monitoring and evaluation

- Set key performance indicators to measure success of your campaign.
- Define a methodology for monitoring and evaluation.

Campaign ending

- Approaching the campaign end is also a time to report about its results.
- Don't forget lessons learned that will help you develop future campaigns.

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