

WEEK 4 CAMPAIGNERS DO IT TOGETHER!

EFFECTIVE CAMPAIGNING

How To Map your Campaign



AIMS

1. _____
2. _____
3. _____
4. _____



STRATEGY TOOLS

N.A.O.M.I.E

S.W.A.T. / S.W.A.C

Force Field Analysis

Movement Action Plan

Counterpower

Tree of Non-Violence

Swamp theory

ANALYSE

Social Speedo with Power/Influence



Who are the stakeholders and what influence do they have?

PRACTICAL EXERCISE EXAMPLE

DUDES/FOLK AGAINST DRONES

- * Inform
- * Write letters
- * Take action
- * Use media
- * Lobbying
- * Be positive

TACTICS



Petition

Lobby

Build Alternative

TACTICS



Use humour

Strike

March

Write Letters

TACTICS



Be visible

Go slow

Meet stakeholders

TACTICS

Use silence

Sit in

Occupy

NEXT STEPS>>>>>>>

