**Campaign planner**

Campaign name:

Campaign start date:

 **Before your campaign begins**

**Campaign aim and purpose**

Why is your campaign needed? What is the issue?

How is the issue affecting your deaf child/deaf children? What evidence do you have for this.

What do you think needs to change and why?

**Key campaign messages**

Write a few short bullet points on the issue and the outcomes you’d like to achieve. This can help you stay focused when writing and speaking to decision-makers, and the wider community.

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**Campaign target**

Who makes decisions about this issue, and who else do you need to speak to? We can help you with this - please do get in touch.

**Activities**

What kind of campaign activities can you do to get support for your campaign and create change?

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**Influencers and supporters**

Who can help you spread the word about your campaign? (These people can’t take decisions about the issue you’re campaigning on, but they can help promote it)

**Scope and timescales**

What geographical area does your campaign cover? (e.g. a school, your local area, all of England, the whole of the UK?)

Are there any key dates to be aware of in terms of decision-making? (e.g. the start of the new school term, a consultation deadline from your local authority, key dates in the parliamentary calendar etc.)

When do you need to see a change? Is this a longer running campaign, or an issue that needs to be solved very quickly?

**During your campaign**

**How are things going**

What responses have you received from decision makers? If they haven’t been very supportive, do you need to contact different people?

Do you need to get more people involved or change your tactics in any way? Please do get in touch if you’d like to talk it through with us.

**After your campaign**

What change did you make?

What worked well during your campaign, and what didn’t work well? Is there anything that you would change if you did another campaign?

**Remind yourself of your campaign wins – you did it! If you don’t feel that you’ve achieved the change you set out to make, please do** **get in touch****. We’ll be happy to talk it through with you.**