

Be your own mentor guide for campaigning

- 1) Is what you want to campaign about important to you, or relevant to your organisation?
- 2) Is this an opportunity not to be missed?
(For example is there a news story/event that you're going to be able piggyback on?)
- 3) Are other organisations campaigning on this?
Does it fit in to an existing campaign?
- 4) How much time is it going to take?
 - Writing blog posts
 - Setting up an online petition
 - Writing email newsletters
 - Scheduling up Tweets and Facebook posts
 - Creating any artwork
 - Don't forget to plan in time for any updates you need to post, talking to the press, responding to emails and phone calls.
- 5) Reflect – do you really have the time to do all of the above this week?
- 6) What is the possible backlash of starting the campaign/petition?
- 7) Can colleagues help out? Can partner organisations help out?
- 8) Have you got someone to talk to when the trolls start attacking you?

Look through all your answers and decide, on balance, whether this is an issue you can afford to campaign on. Or indeed, can't afford not to campaign on.

And don't forget to be kind to yourself.

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