


Campaign

 **Step:** Four - Look for solutions!

 **Time:** 45 min

 **Space and materials:**

- Stepping stones cards;
- Posters and markers.

 **Description of the tool**

1. Ask the participants to discuss in plenary what a term 'campaigning' means to them (In case they have difficulties you can introduce the following explanation: *Campaigning is where you seek to influence someone to change their beliefs or actions towards something.*). In case it has not been done in the previous exercises, discuss with the participants and agree on a concrete action in order to address the specific issue related to stuff out of the ones they have explored in earlier activities. If the group is big, it can be split into smaller ones and agree on several actions.
2. Give the participants 'stepping stones' presenting different steps for planning a campaign. Ask the participants to put the 'stones' into the right order.
3. Once the whole group agrees on the order of a campaign plan, split the participants into pairs or threes. Give each group two steps. By thinking of a concrete action or campaign they want to organise, ask the groups to answer the following questions:
 - How long will this step take?*
 - What sort of skills would you need to complete the step?*
 - Are there any key people who can help with this step?*
 - What challenges might occur that stops or slows down their progress?*
4. After the groups finish the task, invite them to share their findings in a plenary. Discuss using the following questions:
 - What did you learn about the campaign planning process?
 - Which steps do you consider the easiest/difficult to implement?
 - Which of the steps require most of the resources?
 - How important is cooperation with your peers while planning and implementing your campaign?

 **Annex: Stepping stones**

Make your team

Set your objectives

Identify allies and targets

Make a plan

Assess your resources

Make your budget

Plan how to use media

Do your activity or event

Evaluate
