

How To Run A Campaign

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In Part 1 of Revo Book, we read true stories of how a number of Revo Groups started bigger Revo projects like RevoLOOtion or Revo Garden. And we anticipate to see RevoLutionaries rise up to stop bullying, help friends who suffer with mental health, address racial discrimination issues and/or remove a stigma upon the lowly and neglected.

As you get in touch with your community, your compassion grows and your motivation to answer bigger social issues will increase. It's part of the process of showing up, standing up and speaking up!

These are some simple guides for you to make a campaign/project happen successfully.

Making Your Campaign/Project Happen

1. KNOW YOUR CAUSE

You must know what you want to fight for and why you want to do it.

Think of these questions:

- a. What is the purpose of this campaign/project?
- b. What do you plan to achieve through this campaign/project? Or what do you hope to see by the end of this project?

Ideally, it should be something you're passionate about.

2. SET A TIMELINE

Timelines are important so that you can keep track of the progress of your campaign/project. Consider these important details for your timeline: Date, time, venue, duration, deadlines, printing or production time (whichever are applicable).

Generally a good timeline includes (but not limited to) these three main parts, each with their sub-parts:

- a. Pre-Campaign/Project
 - Personnel (Team)
 - Planning
 - Publicity
 - Production/Printing

- b. Project/Campaign
 - Launch
 - Collection/Compilation of Data/Stories/Reports

- c. Post-Campaign/Project
 - Report
 - Analysis of Data/Stories/Reports

Each of these parts will have their own timeline. Determine the duration each will need.

3. FORM A TEAM

Ideally, your team needs to consist of people who share and believe in the vision with you – and will inspire and encourage each other.

These are some of the other reasons why a team is important:

- a. You can't or rather don't need to do it all alone.
(If you want to go fast, go alone; but if you want to go far, go together.)
- b. Accountability: having check-and-balance helps (especially when money is involved). Also, the idea is to have everyone encouraging and motivating each other.
- c. Roles and Responsibilities: Delegation is key! Each team member fulfills their role and does their specific task.
- d. Synergy: Complementing each other and having more brain power for better and creative ideas!

Each team member can form sub-teams where necessary.

4. PREPARE YOUR FACTS

It is important that you know what you're talking about when it comes to the cause you're fighting for (if your campaign is about fighting lung cancer, please educate yourself and be familiar with lung cancer).

When you're preparing facts to be shared, make sure your sources are reliable eg. do not just use Wikipedia. Read and cross reference them with several sources with actual study.

When sharing facts, be creative and inspiring. Use graphs, statistics, tables, if necessary. Visual aids are very helpful in communicating your cause to others in a powerful and impactful way.

5. DEVELOP A TAGLINE

Did you know that Nike's tagline "Just Do It" was coined in the year 1988? Many still relate to it till today. Your tagline must reflect the cause you are fighting for. A good tagline is short, simple, memorable and unique.

Examples:

KFC - It's Finger Lickin' Good

Liverpool FC - You'll Never Walk Alone

Go Green - Reduce, Reuse, Recycle

AirAsia - Now Everyone Can Fly

6. DETERMINE YOUR BUDGET (PROJECT EXPENDITURES)

Will your campaign/project require money to run? Most do, even if it's just to get something started.

First, determine and list down items you think you may need to spend money on and how much. A capable member of your team can be tasked with looking into budget/finances. Review and see if it's sufficient, insufficient, or even too much – and adjust accordingly.

Example:

Publicity Budget

| Item | Quantity | Total Cost (RM) |
|---------------------------|-------------------|-----------------|
| Buntings | 4 | 200 |
| Banner | 2 | 200 |
| Flyers | 2000 | 500 |
| Misc (Bottled Water, etc) | | 100 |
| | Total Cost | 1000 |

The next question is, do you have the money you need, and if not, how do you get this money?

Here are some ways to consider:

- a. Self-Fund
- b. Fundraising
- c. Sponsorships
- d. All of the above

Fundraising

Funds are raised through the help of others to cover the running cost of the Campaign/Project. You can include costs of publicity, production, printing etc. A simple idea is to get something at a lower cost, sell it at a higher price, and channel the profit to your cause/campaign/project.

Example:

Selling Flowers

Imagine your cost per flower is RM3; and you sell each at RM10, you will have RM7 profit per flower, which can be channelled towards your campaign/project. Based on the example of above, you will need to sell 143 flowers ($RM7 \times 143 = RM1001$) to meet your publicity budget.

When doing fundraising, be transparent and accountable. People should know what they are giving to and why they should give – and how you intend to channel the money to the need/cause.

Note: Some campaigns/projects are in itself a fundraising campaign / project e.g. raising funds to buy face masks for an orphanage.

Sponsorship

If you are looking into getting sponsorships, you will probably need to prepare a letter and attach the draft of your budget in it. The letter then can be sent via email (softcopy) or post (hardcopy) or even handed in by hand, to the company/organisation you are asking sponsorship from.

The content of your letter is important. It should convincingly answer “why should I sponsor/support this cause?”

Should you successfully acquire the sponsorship, it is good to send a note of gratitude, and also good to report to the company/organisation about your progress or the end result of your campaign/project.

Refer to the sponsorship letter reference on page 238.

7. GET NECESSARY APPROVALS

Certain campaigns/projects will require certain necessary approvals from relevant authorities.

Example: If you are holding a public event, you may need a permit from the police or town council; or if you're using your school hall, you may require the approval from your Principal.

Some campaigns/projects are done via social media, and may not require such approvals. Whichever the case, please find out exactly what approvals your campaign/project may or may not require.

Example:

What if your project is a fundraising campaign like "Fundraising for Typhoon Haiyan Victims?" How are you receiving the money? What approvals / permits / permissions are required? When you do get the money, how are you channelling it to the need / cause? In this case, you might need to collaborate with NGOs or certain Agencies who are involved with the field work for the said causes. Hence, you will need an approval/agreement from these NGOs or Agencies.

8. PUBLICISE YOUR CAMPAIGN/PROJECT

Publicity is one thing you will need to invest in. Consider what tools / channels you would like to use to create awareness for your campaign/project.

These are some of the publicity tools/channels you can consider:

- a. Mass Media: television, radio, cinema, billboards etc.
- b. Social Media
- c. Print
- d. Word of Mouth or Public Speaking (Campaigning)

Mass Media

Television and radio are the conventional mass medium. This requires a massive budget. If you can, why not? But you don't need to. There are many other less expensive ways to publicise your campaign/project.

Social Media

Easily accessible and easy to use, and can be highly effective without being expensive. Example: #LoveYourNeighbour, it's just click, share, like, and comment.

Here are some examples of platforms you can use for social media to help market your campaign:

- Facebook, Twitter, Instagram, YouTube, TikTok, WeChat, Pinterest etc.
- Other mobile phone apps and websites
(whichever are available and current)

Print

Buntings, Banners, Billboards, Posters, Flyers, Brochures, Booklets, Badges, T-Shirts and many more.

These require good and effective designs. Visuals are important. It can be the first thing that catches people's eyes before they even learn about what your cause is. With some print, it'll just be your tagline (t-shirt, badges, poster), and with others you can say more (brochure, booklet).

Make sure all information is accurate in your materials. Tagline, links, date, time, venue, mission statement etc.

Word of Mouth

Just share. Speak to the person next to you or anyone you come in contact with. Spread your message. Encourage them to let others know and participate – and keep passing it on.

Public Speaking

You may need approval to do this, depending on the situation. If needed, get the necessary approval/permission from the people in authority. Get your facts right, be well prepared, speak convincingly, be ready to answer questions and be clear what the call-to-action and course of actions are.

Making a Campaign/Project Checklist

1. CAUSE/CAMPAIGN/PROJECT DETAILS

Name of Campaign/Project : _____

Tagline : _____

Hashtag : _____

Objective : _____

Duration/Date(s) : _____

Time (if applicable) : _____ to _____

Venue (if applicable) : _____

2. TIMELINE

2A) PRE-CAMPAIGN/PROJECT

Personnel (Team)

| POSITION | NAME | EMAIL | CONTACT NUMBER |
|--------------------|-------------|--------------|-----------------------|
| Advisor | | | |
| Chairman | | | |
| Vice Chairman | | | |
| Secretary | | | |
| Treasurer | | | |
| Logistics | | | |
| Publicity | | | |
| Fundraising | | | |
| Registration | | | |
| Sound Crew | | | |
| Media Crew | | | |
| Event Coordinator* | | | |

Planning

Set a deadline for each agenda, eg: I need to get the venue confirmed by 1st of Oct. Once done, tick. You can ~~strike off the list~~ if it is not applicable.

| TASK | COMPLETED BY (DEADLINE) | ✓ |
|----------------------------------|-------------------------|---|
| Secure Venue | | |
| Confirmation of Campaign Speaker | | |
| Secure PA System | | |
| Secure Projector and Screen | | |
| Secure Tables and Chairs | | |
| Achieve Fundraising Target | | |
| Achieve Sponsorship Target | | |
| Powerpoint/Presentation Slide | | |

Publicity

| TASK | COMPLETED BY (DEADLINE) | ✓ |
|------------------------------------|-------------------------|---|
| Create Social Media Account | | |
| Design Drafts | | |
| Finalise Design | | |
| Send Publicity Materials for Print | | |
| Production of Publicity Materials | | |

3. BUDGET & FINANCE

Income

List down all your expected and real income through some of the initiatives you are looking at. (Fees collection, fundraising, sponsorship etc.)

| SOURCE OF INCOME | DEADLINE | EXPECTED AMOUNT | ACTUAL AMOUNT |
|------------------|----------|-----------------|---------------|
| Fees Collection | | | |
| Fundraising | | | |
| Sponsorship | | | |
| Offering | | | |

Expenditures

List down the items needed into specific departments e.g. expenditures on buntings and banners are under publicity. List also the quantity and expected cost per unit. Lastly, total them up so you can gauge the amount you may need for the individual departments.

| ITEM | QUANTITY | COST PER UNIT | TOTAL |
|------|----------|---------------|-------|
| | | | |
| | | | |
| | | | |
| | | | |

GRAND TOTAL:

Social Media Publicity

| MEDIUM | USERNAME | ✓ |
|-----------|----------|---|
| Facebook | | |
| Instagram | | |
| Twitter | | |
| YouTube | | |

Production/Printing

Set a deadline and expected quantity, e.g: I need 1000 flyers by 10th of October (nine days after receiving the final draft of design). Once done, tick. You can strike off the list if it is not applicable.

| ITEM | DESIGNER | DEADLINE | QUANTITY | ESTIMATED COST | FUNDED BY |
|----------------------------------|----------|----------|----------|----------------|-----------|
| Buntings | | | | | |
| Banners | | | | | |
| Poster | | | | | |
| Flyers/Sign Up Forms | | | | | |
| Vouchers | | | | | |
| Organising Committee's Name Tags | | | | | |
| Registration Name Tags | | | | | |
| Cards | | | | | |
| Badges | | | | | |
| T-shirts | | | | | |
| Booklets | | | | | |
| Door Gift | | | | | |
| Emailer | | | | | |

2B) PROJECT/CAMPAIGN

| SCHEDULED TIME | ACTIVITY | PERSON-IN-CHARGE |
|----------------|----------|------------------|
| Pre-event | | |
| | | |
| | | |
| | | |
| Event | | |
| | | |
| | | |
| | | |
| Post-event | | |
| | | |
| | | |
| | | |
| | | |

2C) POST PROJECT/CAMPAIGN

To evaluate or review the effectiveness of your campaign/project/event, these are some of the items you could consider to compile your report. This information is important for us to celebrate our achievements and also to identify areas of improvement. Compile the relevant stats and fill in the appropriate columns. You may include more comprehensive/descriptive reports as attachments (hard copy/soft copy/web links).

| ITEMS | STATS/NOS. | REMARKS |
|-----------------------------|------------|---------|
| No. of Registrations/RSVP | | |
| Actual Attendance | | |
| Funds Received/Collected | | |
| Petition: No. of Signatures | | |
| Stories/Testimonies | | |
| No. of Recruits | | |

Media Kit

We know that it might not be easy communicating what Revo is all about to your friends, family and strangers. Attached here are some materials (done creatively by our past RevoJutionaries) that you can photocopy or download from our website to spread the word on Revo! Attached is also an example of a campaign under RevoJution Movement banner.