

5 steps to campaign success



Big Heart
PR & Marketing Network



Here at Big Heart, we know a well-executed campaign can transform a charity by raising funds, profile – or both.

So, if you're looking to create that much-needed boost for your good cause this year, fear not: we've compiled the success factors that made up our clients' top campaigns so that you can maximise your chances of campaign success.

Big love,
Kirsty & Grace



1

Clearly define your aims.

As passionate people who work to make the world a better place, it can be tempting to try and solve every issue that is relevant to your charity or social enterprise.

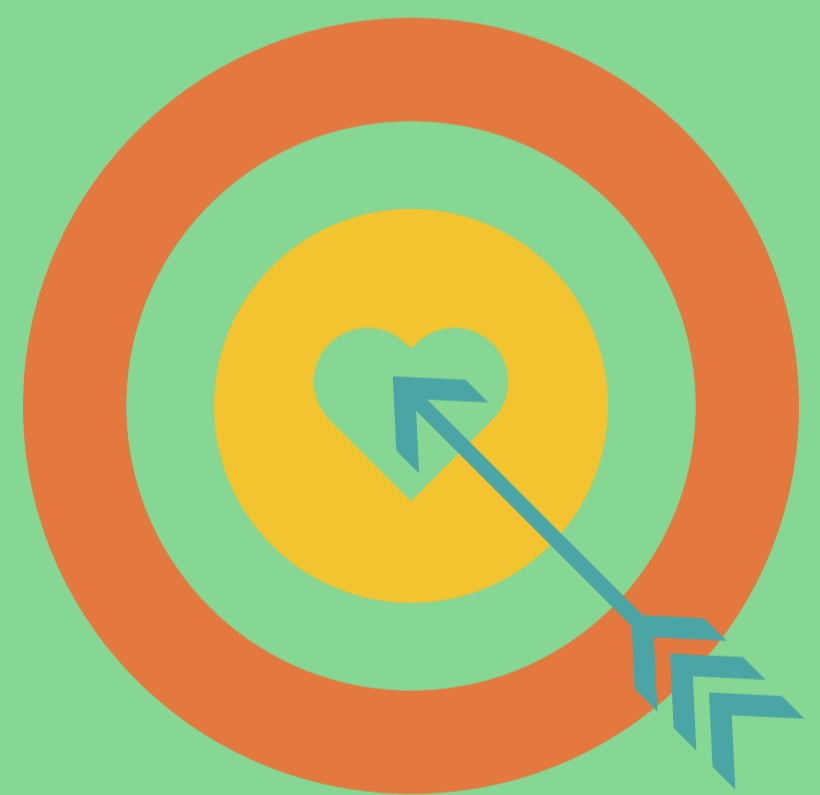
However, a good campaign should have a clear and consistent aim.

If you're an organisation wanting to raise awareness or lobby for a key issue relevant to your beneficiaries, try and define a specific issue that is easy for people to understand. For example, if your charity works with older people, use topical issues or problems that are increasing in significance, for example fuel poverty in the winter.

If you are looking to raise funds through your campaign, create a tangible goal that your supporters can get behind. For example, Beechwood Cancer Care Centre set a target to raise 100,000 in 2015 to mark their 25th anniversary.

This fundraising target was not a random choice: the figure would enable the charity to build a new bereavement centre. This simple yet tangible outcome helps to capture the hearts and minds of supporters and the press. In Beechwood's case, the target helped them to secure a twelve month press campaign with the local paper, Stockport Express. The target was smashed by 25,000.

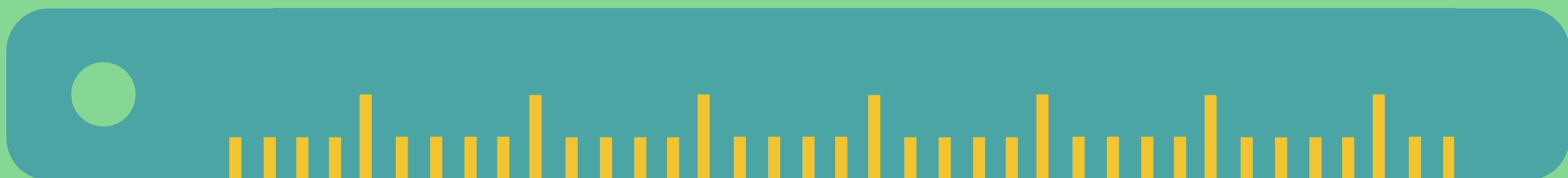
Once you have your clearly defined aim, you will be able to use this as a solid foundation for your campaign plan, SMART objectives, tactics and measurements. Your aim will also translate into your call to action - the message that runs through all of your PR and marketing activity to encourage people to support you.



2

Set targets and measures before you start your campaign

It's really important to set targets BEFORE you start your campaign to be able to measure your progress. Once you start your campaign, you may lose focus and become distracted by the excitement of spreading the message, yet not achieve what you originally set out to do. Break down your targets into weekly figures, so that you can monitor progress and take proactive action when necessary. Tracking progress can also supply you with motivational content to share with supporters, such as celebrating halfway goals or particularly successful events or actions.

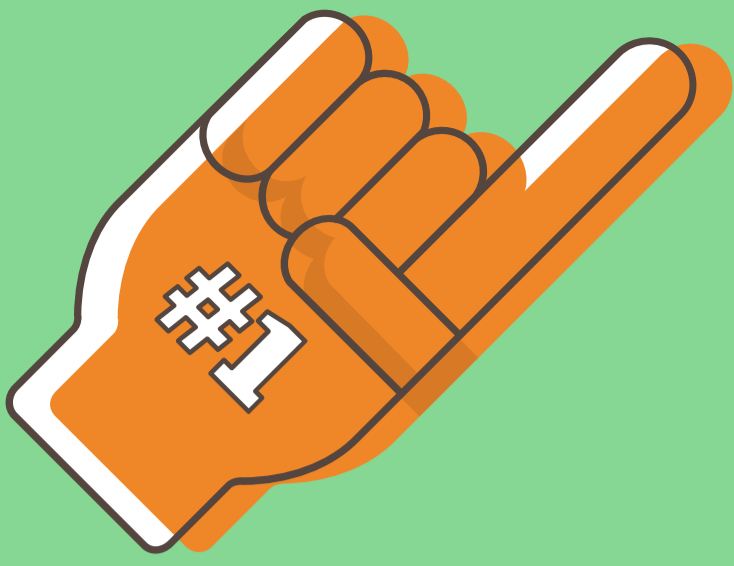


3

Define your target audiences

The key lesson to learn here is that different audiences may require different messages. Make sure you define your supporters, influencers and opponents to create a well prepared communications plan.





Supporters

Although you may feel that everybody should support your charity's campaign, in reality your time and efforts are best spent focussing on a clearly defined target audience. The best way to define your target audience is by describing an existing supporter: what is their age? Where do they live? How did they find out about you and why did they decide to get involved? With this valuable information, you will be able to decide on the key messages and communication channels which will be most effective in garnering support for your campaign.



Influencers

The key to spreading any message is to tap into networks. Before you launch your campaign, identify influencers who could act as ambassadors to help you to spread your campaigns message, access decision makers and and bring about change. Think about what would be in it for them to get involved, aside for the feel-good factor. Does your cause link to their career or interests? Is it a cause that is close to their hearts? The more relevant the influencer, the greater impact they will have – and the greater support they are likely to give.

Opponents



Identify your opponents, if any, and think about why they may be against your campaign. Create counter arguments based upon statistics and case studies from the people you work with In preparation for any challenges. These counter arguments will also be a great way to prepare for any broadcast interviews your secure for your campaign.



4

Empower and reward supporters

You are unlikely to achieve your campaign aims solely with your team- instead, you need an army of supporters who can take your campaign to all corners of the community. Identify ways to empower your campaign supporters throughout your campaign. Supporters don't just want to be told what the message is and asked to spread it, they want tools and examples that will inspire them to show their networks that they are involved in a brilliant cause- this could mean blogs, selfies or polls, for example. Once you have enthused your supporters, don't forget to use social media and email marketing to thank them for taking the time to get involved- this constant contact not only keeps supporters updated with the campaign but helps to maintain momentum.

5

Celebrate success

By now, your clearly defined aims and objectives along with your enthusiastic supporters will have helped you to reach your campaign goals.

The collective action that your campaign has inspired should be a cause for celebration. It is also a chance for further press and social media coverage; and often leads to last minute offers of support or donations. Hold a 'We Did It' celebration event for key stakeholders and create press stories by capturing the celebration with newsworthy photography.

Celebrating success also offers an opportunity to reflect on success; which tactics were most effective, and which would you adapt for future campaigns? Hold a post-campaign team meeting to de-brief your volunteers and staff, and capturing any feedback and evaluations that could inform your next campaign.



Get in touch to find out more about Big Heart PR & Marketing Network – and see how our ideas will enhance your big hearts.

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