

# Planning a Campaign

## 1 Set Your Goals

What do you want to achieve in the short-term?

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_

What do you want to achieve in the long-term?

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_

## 2 Do Your Homework

You need to know:

- the nature and extent of the problem;
- who it affects (or will affect) and how;
- who might work with you on this campaign and how the problem affects them; and
- who has the power/to do what?

You might need to do some further research before you start your campaign. What else do you need to find out:

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_

## 3 Engage Your Opponent

This is your chance to put your problem and your solution before your opponent in a clear, fair and public way – and give them a chance to do the right thing. You need to decide what a victory will entail – a victory may fall short of your overall stated goal, it could be withdrawal of a proposed piece of legislation; a public statement against the legislation; a commitment to put funds or resources into a particular programme or project.

Who will you negotiate with? How?

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_

## 4 Get Your Message Out

This is about letting the sex worker community, other allies and the public know what you are campaigning about and why. In making your message and your position public, you are trying to get support for the campaign while also putting pressure on your opponent.

Sex Workers have a rich history of campaigning (see Section One: Sex Workers Take Action) and there are many ways of getting your message out. Any effective campaign will involve an online presence but don't neglect face-to-face messaging.

Messaging can be: Leafleting sex worker outreach centres and red-light districts, leaving newsletters or brochures in lacs you think your supporters might collect them, letters to the editor, street theatre, press conferences, media events, going out and talking to groups, holding teach-in's, posters, banners, model motions for trade union branches, petitions, letter-writing to officials.

Online: webpages or pages on social networking sites, banners and click-throughs on your supporters' pages, e-petitions, short videos.

**How will you educate the public?**

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_

## 5 Take Action!

You want your action to get noticed and help you get the message out. So think carefully about where you will hold your action – who will see you and who do you want to see you? Is it important to get the media to your action? And when – will you coincide it with a significant date or another event in order to maximise your impact?

Rallies in public spaces, arches, street theatre, vigils,

**How will you demonstrate?**

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_

## 6 Direct Action

When you decide to take direct action, you are trying to raise the stakes and create a crisis situation that your opponent has to deal with. Your action should make sense to your supporters – so your target and your message need to be carefully thought through – and help to get your message out.

Direct action can include strikes, sit-ins and die-ins, blockades and pickets, occupation, boycotts, creating positive alternatives, banner drops.

**How will you take direct action?**

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_

## 7 Protracted Struggle

You may take action, then up the ante with direct action and still not get the result you want. In this case, you will need to find ways to sustain your campaign – to keep activists motivated and maintain interest in the campaign more generally in an ongoing way. You may have to rethink or redirect your strategy.

The methods of protracted struggle are the same as those used earlier in the campaign (education, demonstration and direct action) but if you are engaged in a protracted struggle, you need to think about how you sustain your activism, root your activism in strong communities of support.

**Are there ways you can escalate your tactics and broaden your support?**

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2

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**Are there ways that would help to strengthen your activist community and ensure your campaign is sustainable in the long-term?**

1

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2

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3

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4

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