



Network of Environmentally Conscious Organizations Campaign Outline

OBJECTIVE:

Objectives should be specific and measurable.

AUDIENCE:

Respect your audience enough to tailor your communications to fit them, rather than expecting them to fit your approach.

MESSAGE & IMAGES:

The message should describe the objective in language & images that are inclusive, positive & motivational.

TACTICS:

Describe the specific tactics you'll use to keep your audience engaged & interested.

TIMELINE:

The timeline should be specific and detailed allowing you to measure your progress as an organizer & help allow you and your time to stay accountable and on task. It should include major events in your campaign beginning with your initial release date of the message and ending with a presentation of qualitative & quantitative results of your campaign.

Questions to Help:

OBJECTIVE:

- What does your vision look like?
- What do you want people to do?
- Have you planned for the long term?
- How have you made it relevant?

AUDIENCE:

- Are you focusing on a specific audience?
- Are you going beyond the usual supporters?

MESSAGE:

- Who can you work in partnership with?
- Are you helping people help you?
- Have you tapped into personal and school pride?
- Are you being upbeat?
- Is your language and imagery emotive as well as informative?

TACTICS:

- How are you making new behaviors visible?
- Is your campaign going to be fun?
- How will you keep track of your progress?
- Can people try out new behaviors?
- Who is the hero or face of your campaign?
- How you found a way to identify supporters?

TIMELINE:

Keep in mind these deadlines:

First Friday of every month: Submit press releases & graphic design needs to secretary.

Secure Space & Catering

Two weeks prior to event: Submit your volunteer & resource (space, catering, etc.) needs to vice president.

Week of event: Confirm Volunteers