Campaign Communication

the basics
1. Keep it short & simple
2. Be visual
3. Create events
4. Tell stories about real people
5. Be proactive, don’t just respond
6. Create dialogue
7. Communicate at the right time in the right order
8. Communicate using the language of the outside world (don’t use jargon)

“information is given out, communication is getting through”

FIRE!
Good campaign communication needs to do more than just tell people about the issue, it needs to be relevant to them, engaging and action focussed. Use the fire escape example to structure your communication:
1. Raise **awareness** of the issue - there’s a fire
2. **Align** the issue to the audience - we’re all in danger
3. **Engage** people in the issue - let’s go this way to safety
4. Give people an **action** - we are leaving

effective communication plan
Think about CAMPCAT...

Channel: **how** the message gets there

Action: **what** you want to happen (what you want the audience to do?)

Messenger: who **delivers** the message (does the audience trust the messenger?)

Programme: **why** you’re doing it

Context: **when** and **where** the message arrives (what else is going on?)

Audience: **who** you are communicating with

Trigger: what will **motivate** the audience to act?