

Next steps for your campaign

Each campaign action can be a step towards the world we wish to see. A good campaign keeps going, building on actions and successes with more actions that pressure or influence decision makers towards the campaign's goal.

This guide will help you build on campaign actions and make your campaigning with Christian Aid go further.

Keep the pressure on

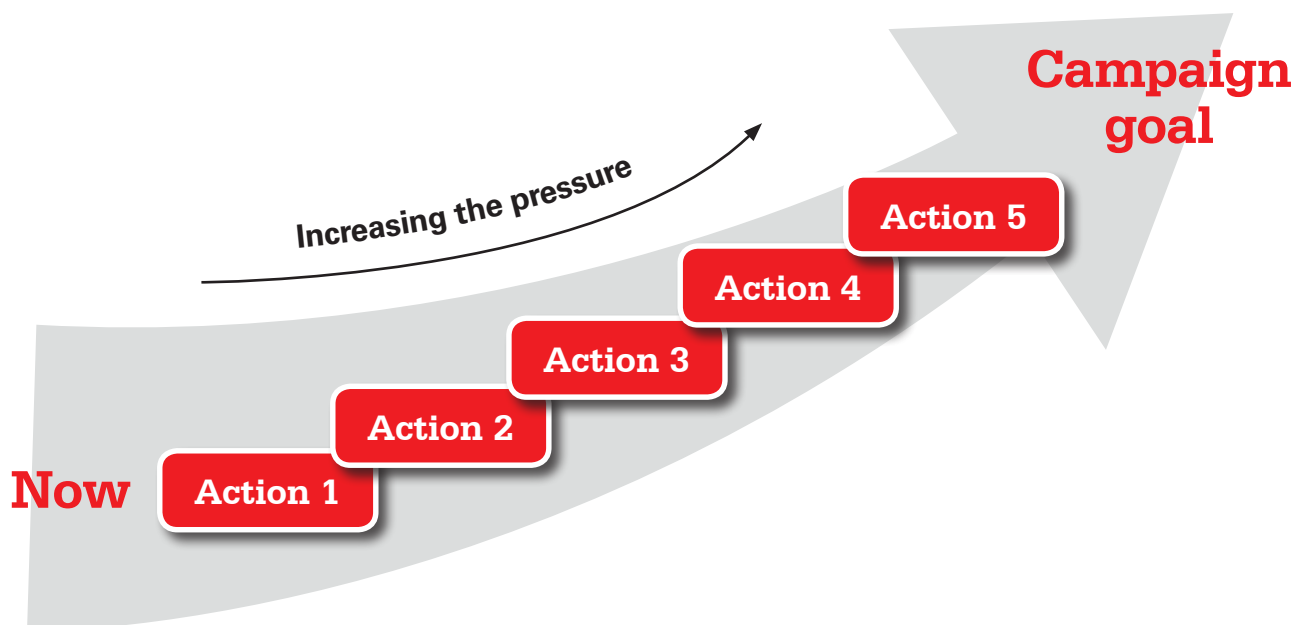
There are three main ways you can build upon your campaign action success and escalate your campaign:

- **Go deeper.** Increase engagement and understanding with those currently involved in the campaign and reflect on how you can build the skills of those you are working with. This will help you build a committed network of people who can take your campaign to the next level.
- **Reach out.** Engage new organisations and members of the community in your campaign to help you increase its reach and awareness.

- **Look forward.** Reflect on the successes of your campaign so far to decide upon a specific new action to further engage your target directly.

Try some of the activities on the next few pages to begin planning the next steps in your campaigning with Christian Aid.

You may also like to find out about the Christian Aid Campaign Organiser volunteer role. Contact your regional office for more information on how you can become a Campaign Organiser or if there are any in your local area already.



1

Go deeper

Take some time with others who were involved in your previous campaign action to reflect on what worked well and what you might need going forward. Remember to keep your campaigning fun and exciting too – you could combine this exercise with a celebration of previous campaign activities.

Below are some activities you could use to structure a session lasting around 30-40 minutes.



Christian Aid supporters and staff visit Barclays in Exeter, calling on the bank to make the Big Shift from fossil fuels to renewable energy.

Human chart

Use this activity as a starter for the 'Our action' activity on the next page, or as a stand-alone activity. This should take around 10 minutes.

Create an imaginary line across the room, designating one end as 'completely disagree' and the other as 'completely agree'. Read out a number of statements and ask your group to place themselves somewhere along the 'line' to reflect their level of agreement with the statement.

Some statements might be:

- I enjoyed taking part in the action.
- I felt I knew enough to explain the action to others.
- I think our action achieved our aims.

Feel free to come up with your own statements but stick to three to five in total.

When everyone has chosen places in the line, encourage discussion in small groups, or with everyone, about why they have made that choice.

Remember, you're hoping to learn about how you can support the team going forward, so try to encourage people to think about what could happen next, not just focus on the problems you've encountered. For example, if someone felt they didn't know enough, ask them what might be helpful for them to learn more.

Equally, listen to what people enjoyed because this can be used to shape future actions. For example, if you find that people particularly enjoyed craft, but not delivering the message, you could shape your next action to include more craft and a different style of delivery.

If your group cannot move around, or your room doesn't have enough space, you could draw a line on a piece of paper or give people number cards (playing cards work well) to hold up instead. Discussion is the key part of the activity!

Our action

This activity should take 20-30 minutes and is an in-depth reflection for your group to plan your next steps.

You'll need: four large pieces of paper, pens, post-it notes.

Write one of the following questions on each piece of paper and put them up around the room.

- **What were the successes?**
- **What would we change if we did it again?**
- **What would it look like with more people/resources?**
- **What should we do next?**

Give each person a handful of post-it notes and give them one minute to write down responses to any of these four questions. The aim is to get as many initial thoughts as possible, so ask people to do this by themselves and be strict with timing.

Now, ask them to put their answers on each sheet of paper. If there are any that are similar, group them together.

Afterwards, move around all the sheets, read out all the suggestions to the group, and

allow for a few minutes of discussion on any that particularly do or do not resonate.

Next, ask each group member to pick a particular question to discuss in more depth, and gather around that sheet of paper. Encourage people to go to the one they feel the most energy towards, but try not to have one person by themselves.

Give groups 10-15 minutes to discuss their chosen question in more depth. In particular, ask them to focus on:

- **What does this mean going forward?**
- **What do we need to make it happen?**

After discussions, invite groups to share their thoughts and discuss as a larger group. Aim towards a consensus and decisions on what to do next.

When you've decided on two or three things that need to happen next, ask volunteers to commit to specific tasks to get things started, and follow up at the next meeting.



Ladder of activity

This activity can be done in a group or alone. It should take around 30-40 minutes to complete. You'll need a pen, paper and post-it notes.

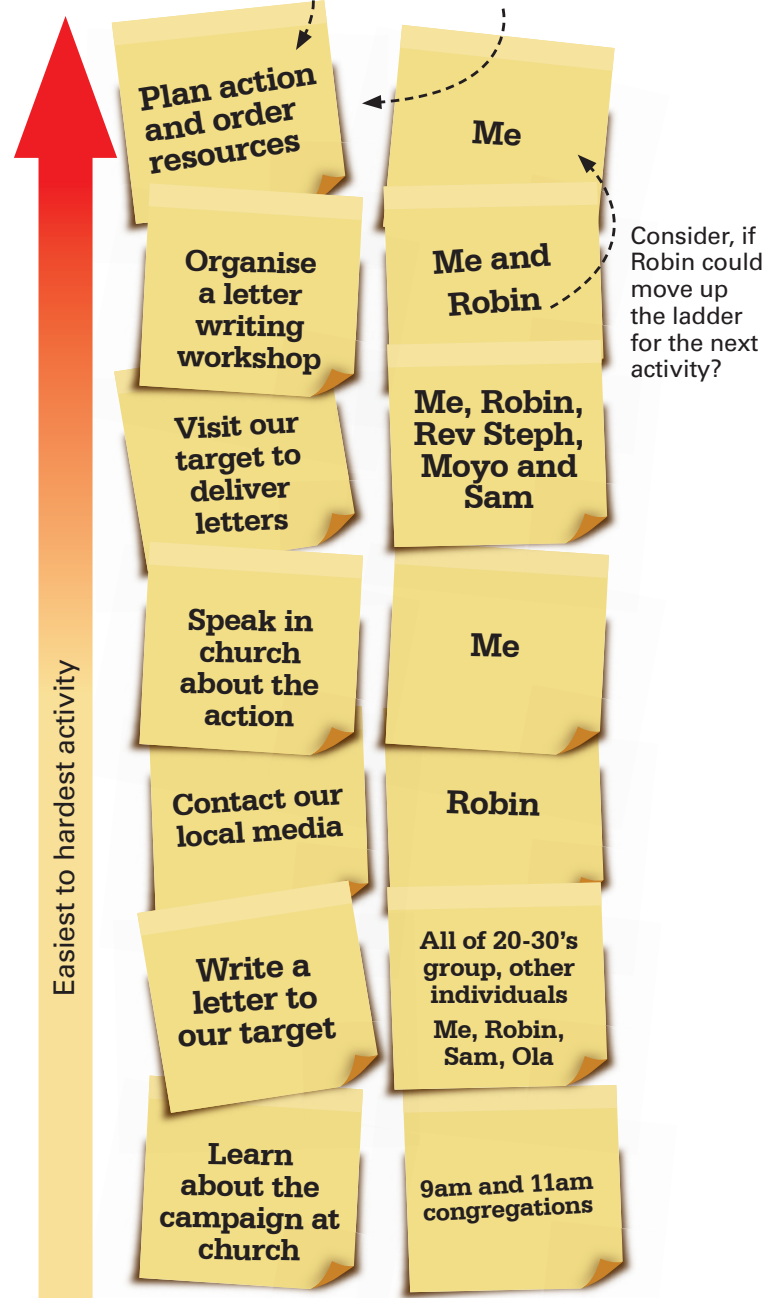
1. Write down a list of all the campaign activities you currently do, put each activity on a separate post-it note. Include every job that takes place, not just the main campaign action. This might include speaking during a church service, or buying resources, for example.
2. Write down a list of activities you'd like to do next. For example, for your next action you might wish to invite nearby churches to get involved.
3. When you have all your activities written down, order them from least to most challenging. Think about the time, commitment and knowledge needed to decide how to rank them.
4. Now, think about all the people who were involved in your campaign: those who helped organise, and those who took part. And map out where they are on your ladder. It's likely that most people will be nearer the bottom – perhaps a lot of people in your church signed postcards, and a smaller group wrote letters.
5. Consider the people you have worked with. What have they already done, and what could they do next? Consider why people are currently where they are on the ladder – is it because they have available time, resources, interest or understanding?
6. What could you do to help people take one more step along the ladder? Take a look at our **Inviting others to campaign** resource for ideas on how to ask people to be more involved.

Use these insights to plan your next steps – whether it's a planning meeting for those involved, a display with more information at the back of church, or a new action.

Example for delivering letters to a local politician

List all campaign activities you currently do, and activities you want to do next.

Match the people involved to each activity.



2

Reach out

Power mapping

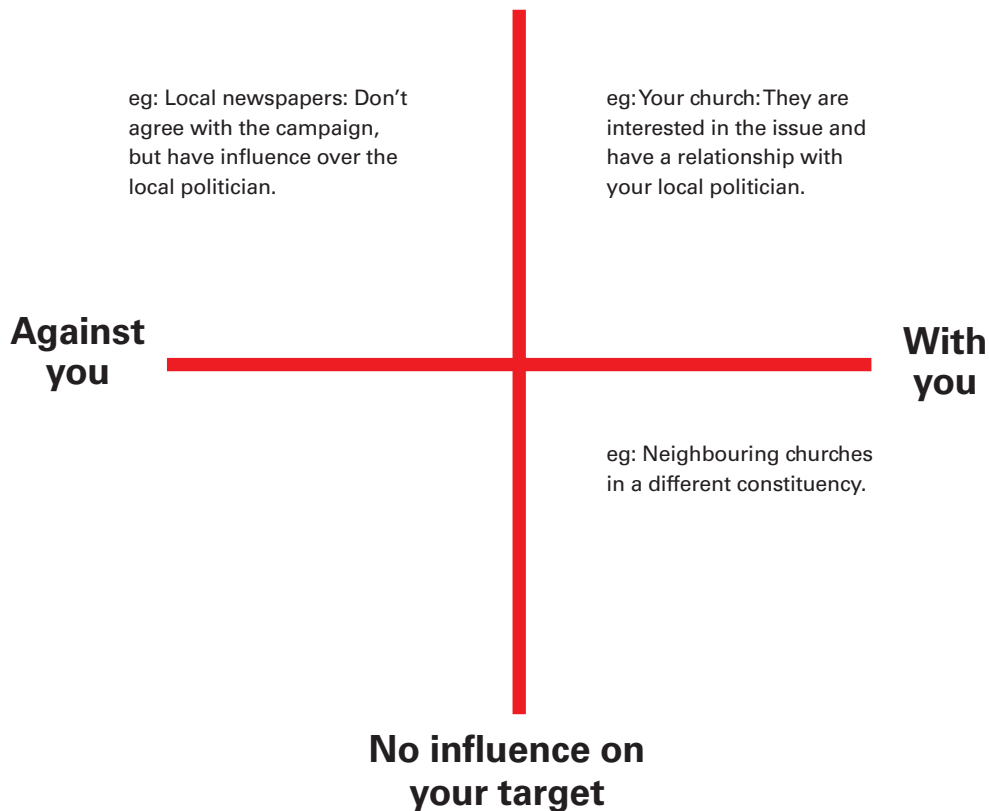
This will help you think about the target of your campaign and where you can make the most impact – you can do this on your own or with a group, all you need is a pen and paper (a large sheet if doing with a group).

Firstly, look at who Christian Aid is trying to target. For example, the Secretary of State for International Development, or the Chief Executive of HSBC.

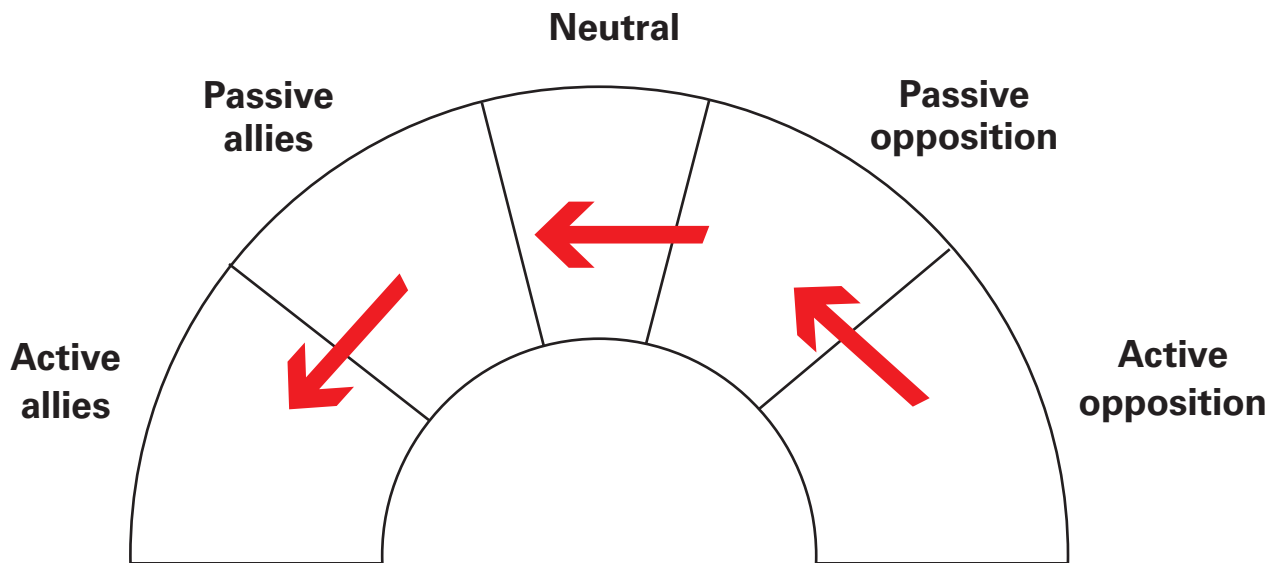
Use the chart below to map all the influences on this target and where you can have influence. When thinking about those who are ‘with you’ or ‘against you’ don’t just consider their ideology on your campaign, but also how easy they are to reach. When you’ve mapped them out, use this to plan the next steps in your campaigning with Christian Aid.



Significant influence on your target



Spectrum of allies



When you think of a campaign, you can often imagine that there are two opposing sides – those that want to see change, and those that don't. For example, your church might want banks to divest from fossil fuels to protect our world and global neighbours from devastating climate change, while the banks want to maintain investment in fossil fuels to protect their immediate profits and gain investment contracts.

However, most of the people you encounter are likely to be somewhere in between these two groups – not active allies, but not active opposition either. Use the spectrum of allies to work out where various groups are. This will help you plan your next steps to move these groups one step closer to active allies.

Your aim is not to make everyone an active ally, but to push people one segment to the left. Campaigns are often won by changing enough minds to influence those in active opposition rather than trying to bring them all the way across to your side of the spectrum.

Using the diagram above, think about all the actors (groups, organisations and people) that you're campaigning with and map them onto the spectrum.

If a person or organisation fits across two or three wedges, you need to be more specific. For example, 'churches' might break down into 'churches in Wakefield', 'local Methodist churches' or even a named church.

Use this as a tool to think about who to target next and what kind of action to do. For example, your church leader might currently be a 'passive ally' – allowing you to take action in your church but not backing or promoting it in any way. This might present an opportunity to think about how to engage your church leader more and therefore get more members of your church on board.

You might also find that there are groups you don't know much about – here you could commit to doing more research!



3

Look forward

Escalation points

This activity aims to reflect on the action you have already taken to discover where the energy lies and use that to build your campaign momentum.

This will take around 15-20 minutes and you'll need stackable objects – empty toilet roll tubes work well (four per participant) and some paper.

Explain to participants that you'll be looking at different elements of your campaign action and using the stackable items to vote in each aspect. Write out the options for each category on separate pieces of paper and, when participants vote, ask them to stack their tubes on the option they agree with.

Use the following categories to find out what worked well, or make up your own:

- **Campaign action:** I enjoyed the type of action, I was neutral about the type of action, I didn't enjoy the type of action.
- **Campaign participants:** We engaged with the right people for this action, we need to engage with other people.
- **Campaign action aim:** We achieved our aim, we need to work more on this aim.
- **Campaign target:** We received a positive response from the campaign target, we received a neutral response from the campaign target, we received a negative response from the campaign target.

When everyone has voted you should have a good visual picture of what people enjoyed or thought worked well. You can use this activity to prompt discussion and look further.

For example, who thought that you engaged with the right people? Who were they and how can you keep them on board? Or, what kind of response did we receive from our target? Should our next action influence the target directly or influence those around them?

Use this discussion to pick one or two action points to follow up on. Ask members of the team to commit to undertaking specific tasks and feedback at your next meeting.



Stepping stones

This activity will help you think about how your campaigning can be more effective, and the steps you can take locally to develop your campaign.

You'll need 20-30 minutes for this activity, some paper plates, pens, something to represent your overall campaign aim, and something to represent where you are now. Be creative with your objects – you might choose a solar torch or a piggy bank, a campaign card you've used or a newspaper cutting of your action.

Remind everyone of your overall campaign, explain the object you have chosen to represent it, and place the object in the middle of the room. Do the same with the object to represent where you are now, and place it at the end of the room.

Now place a trail of 5-6 paper plates between these objects. This will represent the steps you need to take to achieve your vision and move on from where you are now. Use these to prompt discussion about what you could do next.

On the plate write some specific targets, for example: get the other three churches in our area involved in the campaign; get our campaigning with Christian Aid on the front page of the local paper; have five church groups taking action for our campaign.

There may be some discussion or disagreement about what the next steps should be. Write down all ideas initially and allow plates to be discussed and moved about in order to get the best possible campaign.

Think about how you can make these targets SMART: specific, measurable, achievable, realistic, time-specific. This will help you decide which ones to pursue further.

When you have decided on your next steps, ask people to commit to specific roles or jobs to get started and check in on progress at your next meeting.

