

## Campaign

The Safety Campaign Checklist below provides an overview of campaign steps.

- Set up a campaign committee. Look for volunteers who want to lead and be involved in a safety campaign team.
- Develop a safety needs assessment: A needs assessment is a report that identifies the improvements that are needed in order to boost performance. For example, a needs assessment of a music band might evaluate current performances and recommend better amplifiers, more practice, and new material.
- Conduct research. Become better informed about important safety considerations:
  - What are the major problems?
  - What student activities contribute to these problems?
  - What are common student attitudes toward these problems?
  - Do school policies help or hinder these problems?
- Collect data about safety issues in your school. Perhaps use surveys to get feedback from students about how physically and emotionally safe they feel, what makes them feel safe or unsafe, what safety improvements they recommend.
- Analyze and discuss. Examine what you've learned from your research and survey activities. Itemize and prioritize the safety issues that need improvement.
- Select. Based on your analysis and discussion, choose a specific goal that the campaign will pursue. It might be promoting the use of the Advocatr app. Or it could be an awareness campaign about cyber bullying.
- Plan and set up. Work on meeting the goal with your team
  - With your specific goal in mind, work as a team to identify and write down the steps you think are needed to achieve the specific goal you've set. Identify a date by which you hope to achieve your goal.

- Develop an elevator speech, a 30 to 45 second pitch consisting of 2 or 3 sentences that describe the key features of your plan. An elevator speech helps get listeners excited about and wanting to hear more about your idea.
- Develop a catchy slogan for the campaign.
- Develop a social media plan to broadcast your ideas to others.
- Develop memorable posters

Implement

- Follow the steps in your plan
- Build your campaign team. Decide who is leading, who is carrying out specific tasks, and who you need as an ally.
- Mobilize and promote. Visit and talk to other groups in order to enlist their support for your cause.

Assess. At the conclusion of the campaign, make a plan to assess whether the campaign met its objective

- Use surveys, polls, email blasts or some other measurable approach to determine whether your campaign changed public opinion or resulted in actual change.

Compare this with the baseline data you collected about this problem prior to implementing your campaign.

- Put together a brief report describing the campaign, what you achieved, and your assessment of its strengths and challenges so that future campaigners can build on your efforts. See the outline below.

Goal \_\_\_\_\_

Campaign activities \_\_\_\_\_

(For example: Put up posters in hallways, produced a video, etc.)

Length of campaign \_\_\_\_\_

(How many days, weeks, or months did the campaign last)

Team members \_\_\_\_\_

(How many involved, what classes represented, etc.)

Effect of campaign on student opinion \_\_\_\_\_

(List results of survey)

Discussion

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(What worked, what didn't, suggestions for improvements, etc.)