



Chain Reaction Campaigning for Social Change

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Asylum is a human right

www.refugeecouncil.org.uk



A good campaign needs to have defined:

- the problem
- the solution

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If your campaign is going to take off
it needs to:

- Touch people
- Enthuse people
- Get them to Act

It needs to pass the TEA test!

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When running your campaign you will need to consider how you will use:

- research
- lobbying
- media
- supporters
- allies

and use them in a way that will have most impact with your target

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Does your campaign pass the elevator test?

You are in a lift with a key target – can you communicate your campaign in 10 – 15 seconds?

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An effective campaign will

- plan for success
- and when you achieve your goal, you keep on campaigning to make sure it actually happens

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Campaigners need to be

- focussed
- persistent
- passionate
- but above all to enjoy their campaigning

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