

Integra Seminar

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" Communication and awareness raising: how to make a good campaign"



Sara Castellanos
Projects Coordinator
ASPAYM-Madrid
(Spain)

Campaign definition

An operation, or programme of operations, energetically undertaken to bring about a desired result.



Image and Communication Strategic Plan

Strategies (researches, contacts, awareness raising campaigns) to:

- Mass media
- Social Agents (trade unions, human resources, etc)
- Others

Strategies (Communication Action Plans) to:

- People with Disability

Disability Social Construction

The people with disability's role in campaigning

- Getting the right campaign
- Credibility
- Impact

The golden rules

1. Aims

Decide your aim at the beginning

What do you want to achieve?

Be focussed and send a clear message

2. Information

Get the information you need to support your cause

3. Audience

Target your audience

Produce the right materials

4. Timing

5. Partnerships

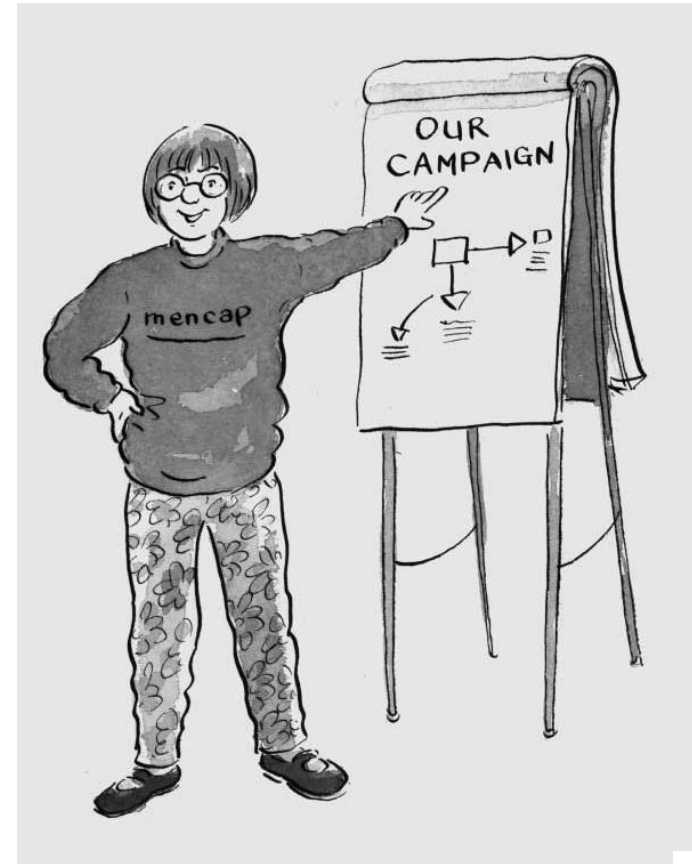
Work in partnership with other organizations

Campaigning methods

- Letter writing and petitions
- Leaflets and posters
- Publicity stunts

Running a campaign

- a) Choose a name for your campaign
- b) Set the campaign aims up clearly
- c) Give people specific roles
- d) Choose the adequate campaigning methods
- e) Organize a campaign launch event
- f) Spread it
- g) Evaluate the results of the campaign



Don't forget it

You don't need to be a professional campaigner with years of experience to run a successful campaign.

What you need is commitment, energy, and a belief in what you are doing.

