



CAMPAIGNS

CORE POINTS



AIM



ALLIANCES



CONTEXT
SENSITIVITY

CHOOSING YOUR CAMPAIGN APPROACH



MASS PUBLIC
CAMPAIGN



TARGETED/NICHE
CAMPAIGN



LOW VISIBILITY/
CULTURAL
OUTREACH



SUPPORTIVE
ROLE

PUBLIC CONNECTION STRATEGIES



DEFINE A
NARROW TARGET



ANCHOR
IN REALITY



BE SOLUTION
ORIENTED



MIX
FORMATS



COMBINE DIGITAL
WITH REAL
MOBILIZERS

RISKS & MITIGATIONS



SHRINKING CIVIC
SPACE/BACKLASH



LOW PUBLIC
INTEREST



RESOURCE
LIMITS



OVERREACH/
INCONSISTENT
ALLIANCE CLAIMS