

## WHAT GYPSY/TRAVELLER ISSUES DO YOU WANT TO TACKLE?

Representation of Gypsy/Travellers in the Media • Lack of Gypsy/Traveller political representation • Lack of appropriate Gypsy/Traveller site provision • Challenging discrimination & racism • Access to justice

### FIRST DECIDE YOUR AIM

Your aim is the change you want to see in the world as a result of your campaign. To clarify your aim, **write down the problem you want to tackle, then flip the statement into a positive aim.**

### NEXT ANALYSE THE SITUATION

There are reasons why the change you want to see hasn't happened yet. What are they? How can you overcome them? **Get down to the root causes of the problem to see how it can best be tackled.**

### IDENTIFY YOUR OBJECTIVE

Your objective is exactly how you will achieve your aim. Make it **SMART**: Specific; Measurable; Achievable; Realistic; Time bound.

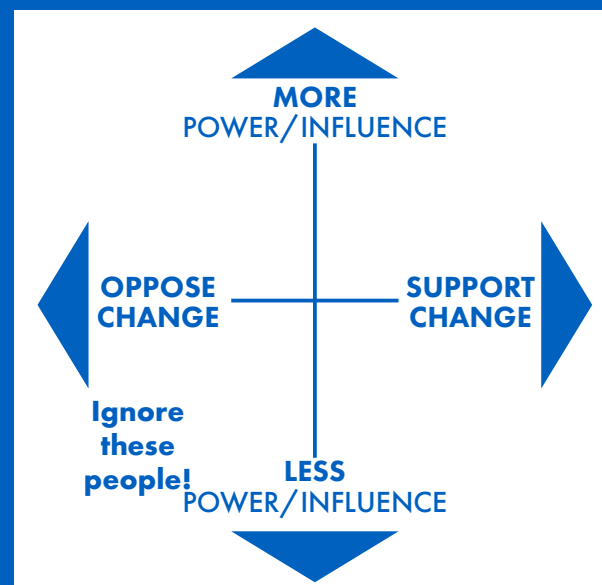
Write your objective here:



### WHO IS YOUR TARGET?

Your target is the person (or people) with the power to make the change you want to see. You should also think about the people who have influence on your target.

**Map these people or groups on the 'power map' below, placing them according to how much influence they have on your target and how supportive they are of your aim. Then you can prioritise who to focus on.**



### DECIDE ON YOUR TACTICS

What tactics will you use to influence your target? Can they be persuaded on the issue itself or do you need to appeal to their other interests?

**PUBLIC PRESSURE**

**CONSUMER POWER**

**LEGAL ACTION**

**GETTING PEOPLE TO VOTE**

**BRAND DAMAGE**

What methods will you use to put your chosen tactic(s) into action?

**PROTEST**

**SOCIAL MEDIA**

**LETTER WRITING**

**BOYCOTT**

**PETITION**

**STUNT**



### PLAN YOUR COMMUNICATIONS

**WRITE DOWN YOUR  
CAMPAIGN NAME:**

**How does it look?**

Does it capture the change you want to see?  
Is it short enough to be a Twitter Hashtag?

### 30 SECOND PITCH

**You need to be able to clearly communicate what your campaign is all about...**

If you had just 30 seconds to convince someone to support your campaign, what would you say?

**KEY MESSAGES:**

Write the top 3 campaign messages you want to get across

- 1.
- 2.
- 3.