

## **Campaign journey**

START
What is our campaign about?
Who is our target audience?
What will our campaign include? E.g. posters, TV, petitions, letters to MPs
What do we want to achieve?  E.g. change in the law, change in consumer habits
Who will be responsible for each task?
Has our campaign been successful? How do we know?
What are its strengths and weaknesses?
FINISH

