

PLAN, ACT, IMPACT REPEAT

How to Execute a Successful Campaign



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A group of four young women are gathered around a table, appearing to be in a meeting or collaborative work session. One woman in the foreground is pointing towards something off-camera. Another woman in the background is talking on a mobile phone. The scene is dimly lit, and a semi-transparent green rectangular overlay covers the right side of the image. The text '1. PLAN' is centered in the middle of the image in a large, white, bold font.

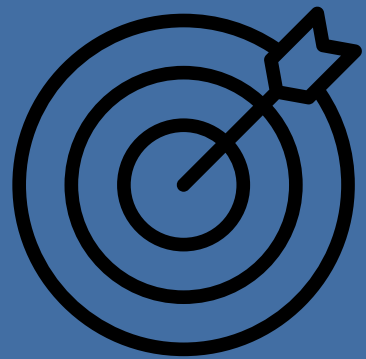
1. PLAN

WHAT IS A CAMPAIGN?

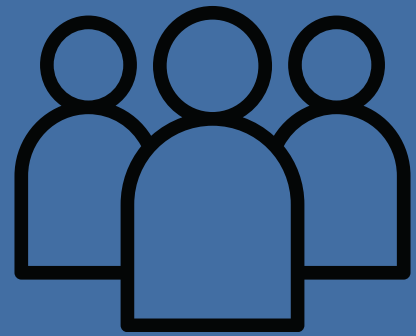
CAMPAIGN [1.noun, 2.verb]

1. A planned group of activities that are intended to achieve a particular aim.
 2. To organize a series of activities to try to achieve something.

CAMPAIGN FEATURES



Purpose &
Goals



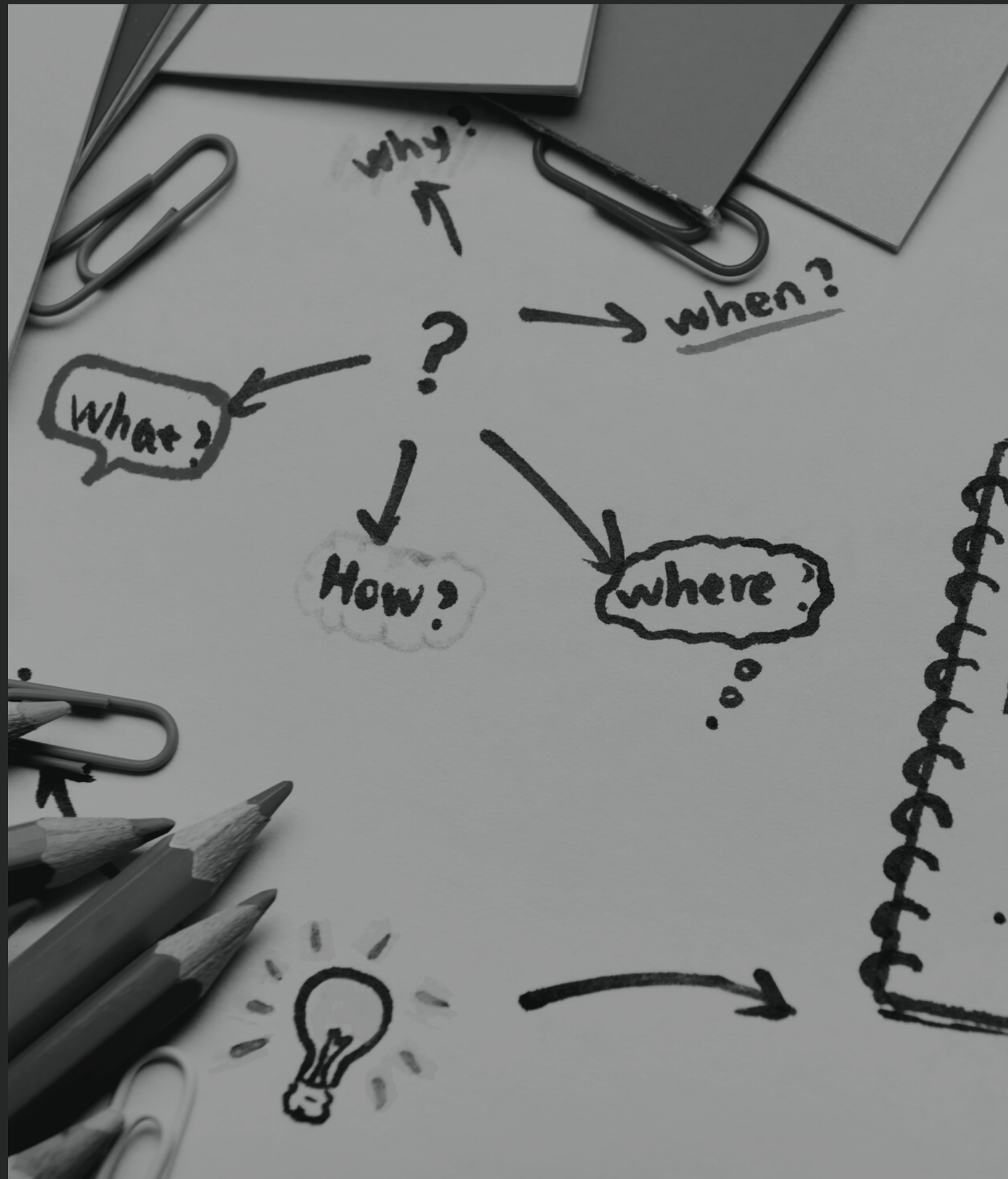
Target
Audience



Activites



Metrics



WHO

Who are you trying to influence?

WHAT

What are you trying to influence?

WHERE

Where can you reach them?

WHEN

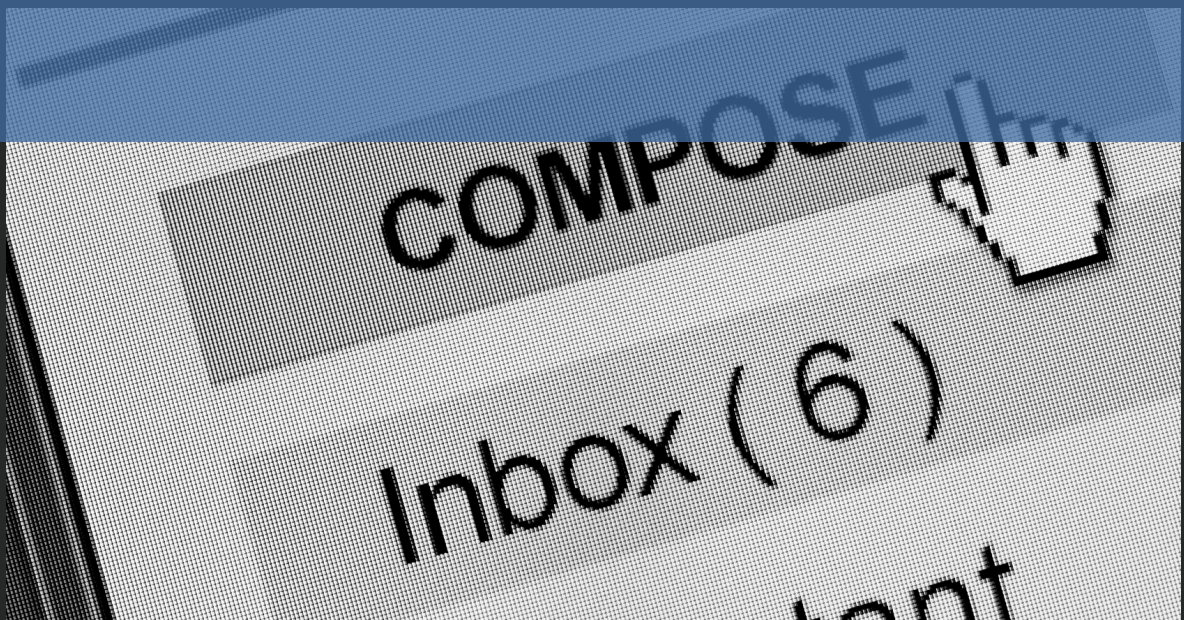
When is the best time to reach them?

WHY

Why are you trying to influence them?



EXAMPLES OF CAMPAIGNS



WHY PLAN?



FOCUSED KEY MESSAGE

Create a clear call to action.



INCREASE IMPACT

Reach a wider audience.



BE EFFICIENT

Do more with less.




BUILD MOMENTUM

Create a ripple effect.



2. ACT





My climate activism journey.

EMILY LOWAN

OPTION
A

OPTION
B

OPTION
C

CLIMATE JUSTICE

CAMPAIGNING APPROACHES



3. IMPACT



YOUR DEMOCRACY

A silhouette of a hand in a suit jacket dropping a ballot into a ballot box. The hand is on the left, holding a ballot that is falling into a slot on the right. The ballot box is a dark, rectangular structure with a slot on top. The background is a dark, solid color.

Who Votes? Who Doesn't?

FEDERAL VOTER TURNOUT BY AGE*

11%
INCREASE

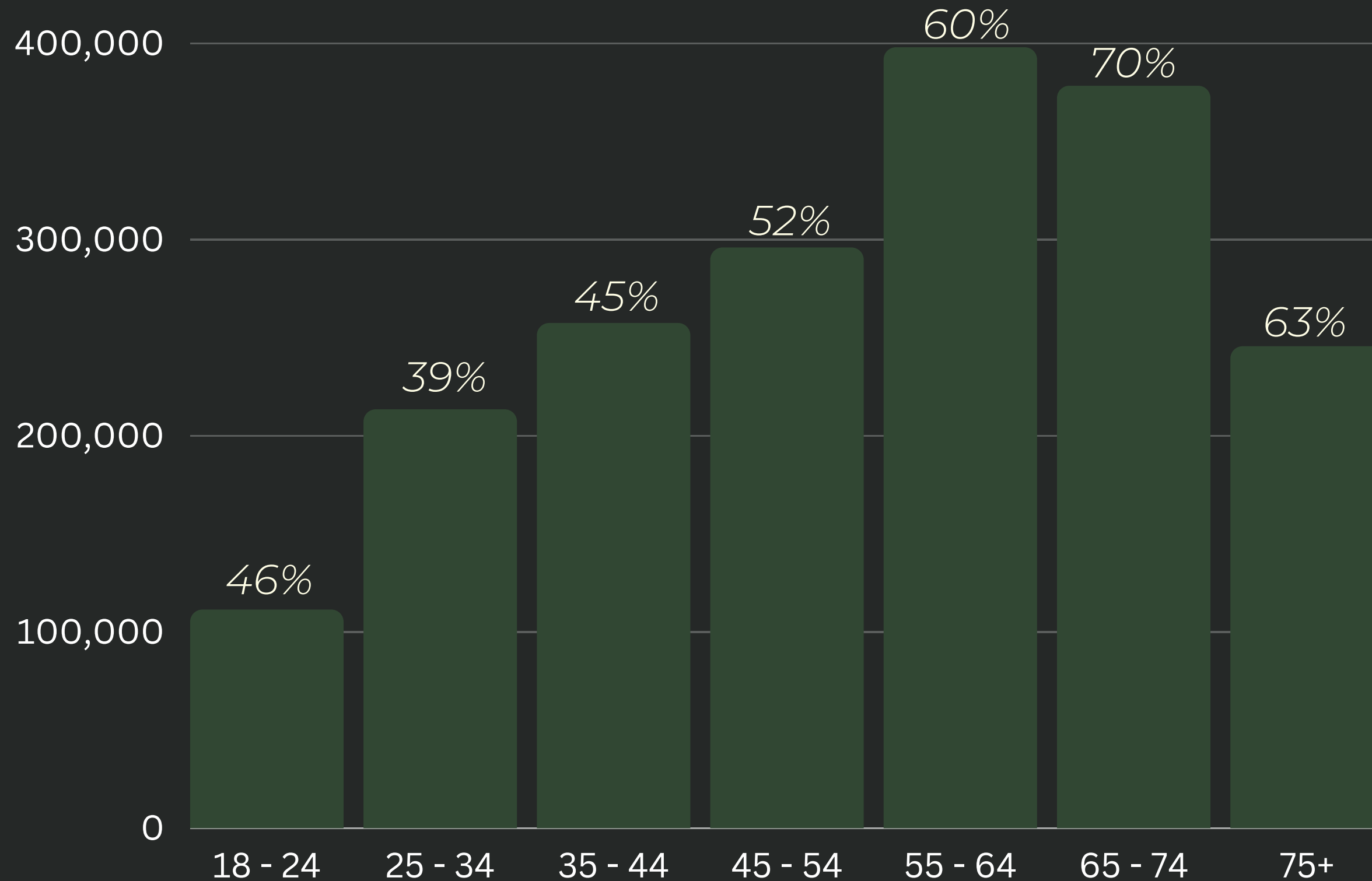


	2011	2021
18 - 24 years	55 %	66 %
25 - 34 years	59 %	71 %
35 - 44 years	65 %	73 %
45 - 54 years	73 %	76 %
55 - 64 years	80 %	80 %
65 - 74 years	84 %	83 %
75 years +	79 %	78 %

*Statistics Canada

<https://www150.statcan.gc.ca/n1/daily-quotidien/220216/t001d-eng.htm>

2020 Provincial General Election




BC VOTER TURNOUT BY AGE*

*Elections BC

<https://elections.bc.ca/docs/stats/voter-participation-by-age-group-2013-2020.pdf>

A man in a dark suit is seen from behind, standing in a dimly lit room. He is looking towards a large American flag that is partially visible in the background. The lighting is dramatic, with strong highlights on the man's suit and the flag, and deep shadows elsewhere. The overall mood is serious and contemplative.

ACCESS TO DECISION MAKERS

A black and white photograph of a crowd of young people, likely at a climate protest. In the foreground, a young woman with long hair and glasses is looking to the right. Behind her, another young woman with long hair is looking forward. In the center, a young girl with long hair is looking directly at the camera with a serious expression. To the right, a young man is holding a large white heart-shaped sign on a stick. In the background, a young woman is wearing a blue t-shirt with the word "sustainability" visible. The entire image has a blue semi-transparent overlay on the right side.

**You have more
power than you think**

The Ongoing Evolution of Greta Thunberg



Sweden, August 2018



Denmark, August 2019



Canada, September 2019

*"We are doing this because we will not be bystanders.
We are doing this because we want the people in power
to unite behind the science."*

- Greta Thunberg, Edmonton, Oct. 18th 2019



4. REPEAT

The power of momentum

Significant change is driven by **persistance** and **perservearance**











PLANT
BASED
MEAT



QUESTIONS



WHAT CAN YOU DO?

BUILD YOUR NETWORK

Sign-up

Apply

Volunteer

Get involved

Join

Participate



CHEAT SHEET



WAYS TO ACCESS

- **Scan** the QR code & save the link
- **Email** Judy at judy@yesbc.ca
- **Download** the presentation from the conference platform
- **Grab** a printed copy



WHAT ELSE CAN YOU DO?



Participate in an Upcoming YesBC Working Group

Email Judy to Sign Up
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THANK - YOU