

Principles of Strategic Communications

Communication efforts with an agenda and a master plan

“Being strategic means communicating the best message, through the right channels, measured against well considered organizational and communication goals.” Shayna Englin

Best Practices for Effective Campaign Strategies

Needs for change

A purpose that drives the campaign strategy.

An analysis of the situation and the specific problem the campaign will address

A vision for the future the campaign is intended to contribute to

Campaign contributing to change

A theory of change that explains how the campaign will contribute to the desired change

The solutions or pathways of change promoted by the campaign, i.e. the changes in policy, institutional practice or people’s behaviour that the campaign will aim to achieve (goals, specific outcomes).

The approach or types of actions to be carried out, by whom, how and when.

Stakeholders

The target audiences, i.e. the persons or institutions the campaign needs to influence to attain its goal, and how these audiences will be reached.

Prospective allies and participating groups likely to join the campaign, and their potential roles in the campaign.

Strategic elements of the campaign to reach its goal

The communications strategy, which outlines key messages, and the channels and tools by which the campaign will communicate with the target audiences.

The resource mobilization strategy, which maps available and required resources (financial, institutional, networks, etc), and outlines the campaign fundraising plan.