

CAMPAIGN ACTION PLAN

Name:



Youth Parliament
MAKING OUR MARK

A campaign is a tool for telling decision makers about something you'd like to change, and why you think it should change. It's a way for you to express your views and gather support for your cause.

There are 4 important parts to a campaign.

1. PLAN

This is where you have a think about the why behind the campaign, and set out how you will carry out your campaign actions.

2. TAKE ACTION

This is the actual doing bit!

3. REVIEW

This is where you take time to look at what you have done. Here you also report back to anyone that needs to know what you have done; and share your experience with other young people who may be carrying on with the campaign when you've finished your role.

4. CELEBRATE

This is where you take in how your actions have helped make progress for the campaign!

We want to support you to campaign on the issues that are important to you. You can use this as a guide to plan your campaign actions, review your progress; and celebrate the change your actions have made!

What campaign you will focus on? 

Why is this important?

Why do you care? Do you have any experience campaigning on the issue? Have any young people in your area said anything about the issue? Any votes where young people prioritised the issue? Is there any research? Are there any briefings?



What campaign actions are you committing to? 

List the campaign actions you will do.

What do you need to do to achieve this?

What steps do you need to take to make the campaign action happen? How can you promote your campaign/action?

Who do you need to make the action happen?

Is there anyone that can help you? Are there any existing groups already campaigning on this issue in your local area? Are there any young people who are campaigning on this issue in your local area? Are there any other organisations that can help? In what way? 

Who do you need to get in contact with as part of the campaign?

Young people, decision makers and local press? Which young people? Which decision makers? Which local press?

What resources and support are available to you?

Make a list of all the resources that are available to you to help do your campaign action. Think about briefings, youth workers, friends and other youth representatives etc.

Can you think of any challenges you might face?

1.

2.

3. 

How might you overcome those challenges?

1.

2.

3.

Who do you need to tell about the actions?

When do you need to tell them?

Create a list of all the people that need to know, what they need to know and by when.

(This list should include YDCs, the Procedures Group, BYC, Youth Representatives and MYP Elects - where it applies)

What is your timeframe and do you have any deadlines?

Complete a timeline for the campaign actions, including events, internal and external and any deadlines you might have.

The diagram consists of two horizontal axes, each with an arrow pointing to the right. Each axis has three vertical tick marks. Between these tick marks, there are three rows of rectangular boxes. The top row has three boxes, the middle row has three boxes, and the bottom row has three boxes. This layout is designed for a student to write specific campaign actions and their corresponding deadlines within the timeline.