

Campaign **FOR** CHANGE

tips on how to start an awareness campaign * for your cause. ☆

1. **Determine your cause:** what needs to change?

3. **PLAN of ACTION**

WHAT IS THE DESIRED END RESULT?
WHAT DO YOU WANT PEOPLE TO KNOW?
WHAT NEEDS TO HAPPEN TO MAKE THIS CHANGE? _____

2. **BUILD community**

Connect with others who also have interest in this cause and want to take action. List names of friends, neighbors, and organizations that can help.

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4. **GET YOUR MESSAGE OUT!**

Collect facts, info, and create a message. Make flyers, posters, blog posts, stickers, etc. and get out your message.

↑ SKETCH & WRITE IDEAS HERE ↑