



Building A Campaign: A Step by Step Guide

Developing an action campaign from beginning to end takes a group of people passionate about an issue and a carefully thought-through plan. Here we guide you through this process, using SPARK’s successful [#EducateCoaches campaign](#)

Steps	Campaign Example: Educate Athletic Coaches About Sexual Violence
<p>1. Research Do your research. Read and analyze everything you can about the issue, the person/ corporation you are targeting and about other activist campaigns from throughout history and around the world that have tackled this issue both successfully and unsuccessfully.</p>	<p>We began by researching SVP for high school athletes, and discovered the National Federation of High School Associations. NFHS reaches hundreds of thousands of student athletes around the country because their annual required trainings are tied to accreditation. We looked them up and discovered they offered no SVP programs; in fact, lacked any SVP training materials. Our research allowed us to identify the target of our campaign.</p>
<p>2. The Ask Create a simple, “winnable” ask statement. Consider what you feel could actually and realistically change.</p>	<p>We are asking the National Federation of High School Associations, which offers annual required trainings for coaches in order for them to remain accredited, to partner with nationally recognized activist organizations to develop a course on sexual violence prevention for high school coaches.</p>
<p>3. The Target Identify the specific person who has the power to make change and address the petition to that person (or people).</p>	<p>National Federation of High School Associations, the national organization that certifies coaches and athletics staff at more than 18,500 high schools throughout the US.</p>
<p>4. The Heart Consider the “heart” of the issue. Why is it important to you? How will a win or a loss impact you - or people you care about - personally. Share a real story about your life or about someone close to you who is impacted by this issue.</p>	<p>Sexual violence affects all of us. One in 4 girls will be sexually assaulted by the time she turns 18.</p>

<p>5. Why Now? What is urgent about this issue? Did something happen recently that is getting a lot of media attention?</p>	<p>The recent rape of an unconscious girl by two football players in Steubenville, Ohio has been dominating the news media and drawing attention to the issue of sexual violence and “sports culture.”</p>
<p>6. Why Us? What leverage do you have over this issue? Why are you (or your organization) the best person/people to tackle this issue?</p>	<p>We are a college football player (Connor) and a feminist activist (Carmen). Our unlikely teaming can raise awareness about the need for athletes to collaborate with girls’ activists in order to end sexual violence.</p>
<p>7. Media Strategy: What’s your media strategy? How will you engage local, national, online press? Which reporters, publications, news outlets, websites might be interested in this story/ issue/ campaign?</p>	<p>We sent out press releases to all of our press contacts, journalists and reporters who have reported on related issues. We used our social media accounts to spread the word to tens of thousands of followers. We used the hashtag #EducateCoaches to connect with SPARK partner orgs and a wide range of sexual violence prevention organizations.</p>
<p>8. Partners & Allies What resources do you have to achieve your goal? Who are your allies and potential partners? Are there local activists or organizations already working on this issue?</p>	<p>We partnered with Ohio Alliance to End Sexual Violence, Futures Without Violence, Mentors in Violence Prevention, California Coalition Against Sexual Assault, National Sexual Violence Resource Center, and the Pennsylvania Coalition Against Rape.</p>
<p>9. Opposition Who might be against this? How will you deal with the opposition?</p>	<p>Strategically, because we were so focused on a positive solution to ending sexual violence, we did not get the floods of violent opposition that so many feminist activists get when doing this work. The greatest opposition was possibly asking too much NFHS, but we countered this by assuring them that we would provide all the resources for the coaches - all we needed from them was to distribute these resources to their database of 1,000,000+ high school coaches and athletics staff.</p>
<p>10. Tactics What else are you going to do besides just launching the petition? What are your other campaign tactics?</p>	<p>We blogged about the issue, launched a petition [https://www.change.org/p/no-more-steubenvilles-educate-coaches-ab-out-sexual-assault], and engaged our partners to raise awareness about our campaign. We placed an article in NFHS’s newsletter which was sent to their entire listserve (1,000,000+ people). We had other tactics planned: theater production, op-ed, engaging cheerleaders, and more but fortunately we won our demands relatively quickly.</p>
<p>11. Timeline Outline your timeline from the beginning stage through the final evaluation. When will you escalate the campaign? When is the deadline you are giving your</p>	<p>Our campaign took a few months and included a plan to escalate using the above tactics. Early in the campaign we focused on developing and delivering our message. Our timeline began with blogs and a petition, knowing phase two would require tactics designed to connect the issues to more personal stories and egage other stakeholders.</p>

<p>target to respond to your demands? What happens if you reach your deadline and you still have not “won”?</p>	<p>In this first phase:</p> <ul style="list-style-type: none"> --We chose Carmen, a SPARKteam member with SVP knowledge, and Connor, a college football player passionate about the issue, to be the faces of our action. --Carmen and Conner blogged and launched the petition; we shared with SVP orgs around the country, and asked all partners and followers to spread the word --We began gathering resources to share with NFHS. <p>When the petition went viral (67,669 signatures), we received a positive response from NFHS. We worked with SVP orgs in Ohio and around the country to finalize materials to be added to their website</p>
<p>12. Closure How will you know when it's over? How will you celebrate? How will you use this campaign and experience to launch your next campaign?</p>	<p>We celebrated with a “We won!” blog and some media interviews. Following this campaign, we produced a theater project that addressed sexual violence and we began to work on our “Cheers 4 Consent” campaign that engages cheerleaders in advocating for consent education in schools.</p>