

# RAISE YOUR VOICE!

NINE STEPS TO A SUCCESSFUL CAMPAIGN



**WILDNIS**  
IN DEUTSCHLAND



euronatur



Nationale  
Naturlandschaften



Heinz  
Sielmann  
Stiftung



**This manual is for heroes. It is for you:** for small teams or large groups, for associations, organizations, and initiatives that want to change the world. We have developed a guide that will help you turn your ideas into a powerful campaign in nine steps.

In 2016, 19 nature conservation organizations came together to form the initiative “Wilderness in Germany”. Each of us wants to improve the world – just like you. We are campaigning for more wilderness in Germany. Together we have found a voice and now it is time to raise it! Together we create a wilder Germany.

Your campaign may be very small, or it may be very big. Key is that any change depends on good communication.

Communication that influences your target group. So your messages are the be-all and end-all-important. We encounter them every day on the Internet, in newspapers, or in conversations with our neighbours. Our manual is about how to develop good messages, and how to reach the people you want to reach. It will guide you step by step so that, as a team, you can plan a professional campaign and successfully implement it.

Now it’s your turn! We wish you great success and, above all, that you enjoy your collective campaign.

Raise your voice, because you are heroes!



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<b>P.</b>	
<b>04</b>	15 min
<b>06</b>	30-45 min
<b>08</b>	15 min
<b>10</b>	30-45 min
<b>13</b>	45 - 90 min
<b>18</b>	4 hr
<b>25</b>	1.5 hr
<b>30</b>	Extra time
<b>34</b>	2 hr
<b>37</b>	Extra time
<b>39</b>	2 hr



# 1. STATUS QUO

🔑 **The first meeting is important. Your fellow campaigners need to get to know each other and develop a joint understanding of your campaign. Your task is to activate the group and bring it to a joint level of understanding. Get to know your group members first, then you can deal with your issues.**

## **Objective**

Get to know your motivations and strengths.

## **Method**

Introduce yourself to each other through an icebreaker activity. Each person has 30 seconds. Choose someone as timekeeper.

## **Advice**

Answering the following questions can help you stay focused during the introductory round:

- Who am I?
- What is my motivation for being here today?
- What am I particularly good at (regarding your campaign)?
- For example, expert knowledge on a specific subject, good at dealing with the media, good at designing or writing, organizational talent, well-connected with decision-makers, or good with your hands.
- How much time can I contribute?
- Which campaign would I like to take part in and why?

Don't worry if you don't get all the answers; you will get to know each other more and more during the campaign.

**Example**

There are many different icebreakers. Here is one that doesn't require much effort: the matchstick game. One person in your group lights a match and talks about themselves and their motivation for as long as the match burns. You don't need anyone to time keep! Then it is the next person's turn.

**Timespan**

Take 15 minutes to get to know each other better; the exact time will vary depending on the size of the group.

**Materials**

A box of matches.

**Checklist**

Tick the first three points on the checklist for poster step 1.



# DESCRIBE YOUR ISSUE

✎ **After you have got to know your group members, you need to deal with the reason for your meeting. Why do you want to start a campaign? What is the actual issue?**

## **Objective**

Define your problem and identify what has happened so far.

## **Method**

Think of all the issues from your theme which are to blame for the fact that the world is not as it should be; write them on cue cards and hang them on the wall for everyone to see. Each of you has 5-10 minutes to do this. While the leader groups the cards by subject, the rest of the group can take a 15-minute break. The leader then presents the findings. Identify the key issues. Everyone is now at the same level

of understanding. This is an important first step in planning your campaign.

Keep a record of your findings. For example, take photos of the cue cards on the wall.

## **Advice**

It is not always easy to get to the heart of the problem. Completing the following sentence could help: „I am so angry/sad because ...“. This sentence could also be supplemented with a positive statement, such as: „At the same time, I’m happy because 10,000 people have already signed a petition.“

Use your emotions and tell a short story. We can then remember the issues better, and can pass them on. We rarely remember just facts.





### **Advice for the leader**

To find out what are the crucial issues, the leader should bear the following questions in mind:

- What is the issue?
- Is the issue new or old?
- Who is the issue relevant to?
- How long has the issue been critical?
- Who is responsible for the issue?
- Can the issue be explained?
- What important numbers/statistics can describe the issue?
- What has happened so far because of the issue? Have political decisions or measures already been taken?
- How have the public/locals/politicians/decision makers reacted so far?
- Are there photos that show the issue at a glance?  
Tip: search the Internet for pictures on your topic.

### **Overview of resources**

What is the budget for your campaign? What else could be added during the campaign period? How could you increase your budget through fundraising?

### **Timespan**

Take 30-45 minutes to define the issue.

### **Materials**


Cue cards and pens for all everyone.

### **Checklist**

Tick the remaining points on the checklist for poster step 1.



## 2. AN IDEAL VISION

 **You are all at the same level of understanding, you know your strengths, and you are motivated to solve the identified issues. Now you need an inspiring vision that guides you forward.**

### **Objective**

The vision describes a long-term ideal state in which your issues have been solved. It inspires and motivates you. The vision consists of one sentence and describes the big picture. The statement must convey a joint idea of success to everyone present. The campaign does not necessarily have to achieve this ideal situation. A vision can also be utopian.

### **Method**

Each participant describes his or her personal perception of an ideal situation, either concisely in one sentence or by painting a picture. Introduce all the ideal images that the group came up with. Formulate a vision which everyone agrees with. Be selective: for each good ideal image, another 20 end up in the bin. Remove the 'problem cards' from the wall that don't fit your vision. Someone else can take care of these issues.

### **Advice**

Start with a round of „genie“: each of you makes three wishes for the future. This is the one point on your campaign poster when daydreaming is most important!

You can also quickly create an ideal vision when you paint or draw it. If there are several small groups, introduce each other's pictures and visions.



## Examples

Visions of well-known institutions:

- Greenpeace, on German forests: „The future of German forests is a semi-natural forest, in which we intervene less and more carefully. Only individual trees and groups of trees are harvested, as carefully as possible for soil and wildlife. Some trees can grow old enough to die naturally, turning into treasure troves of life for fungi, beetles, bats, and birds. ”
- Frankfurt Zoological Society: „The vision of FZS is a world where wildlife and wild places are cherished and conserved in recognition of both their intrinsic worth and economic importance for present and future generations.“
- Wikipedia: „Imagine a world in which every single person on the planet is given free access to the sum of all human knowledge.“
- SOS Kinderdorf: „A loving home for every child.“
- German Red Cross: „We protect and help wherever human suffering can be prevented and alleviated.“
- The most famous vision was delivered on 28th August 1963 by Martin Luther King Jr. in his speech “I Have a Dream”, which he gave to more than 250,000 people during the March on Washington for Jobs and Freedom in front of the Lincoln Memorial in Washington, DC.



## Tip for the leader

When evaluating the suggestions that have been made in your group, it is very important to treat all the visions with respect. Every contribution is valuable.

## Timespan

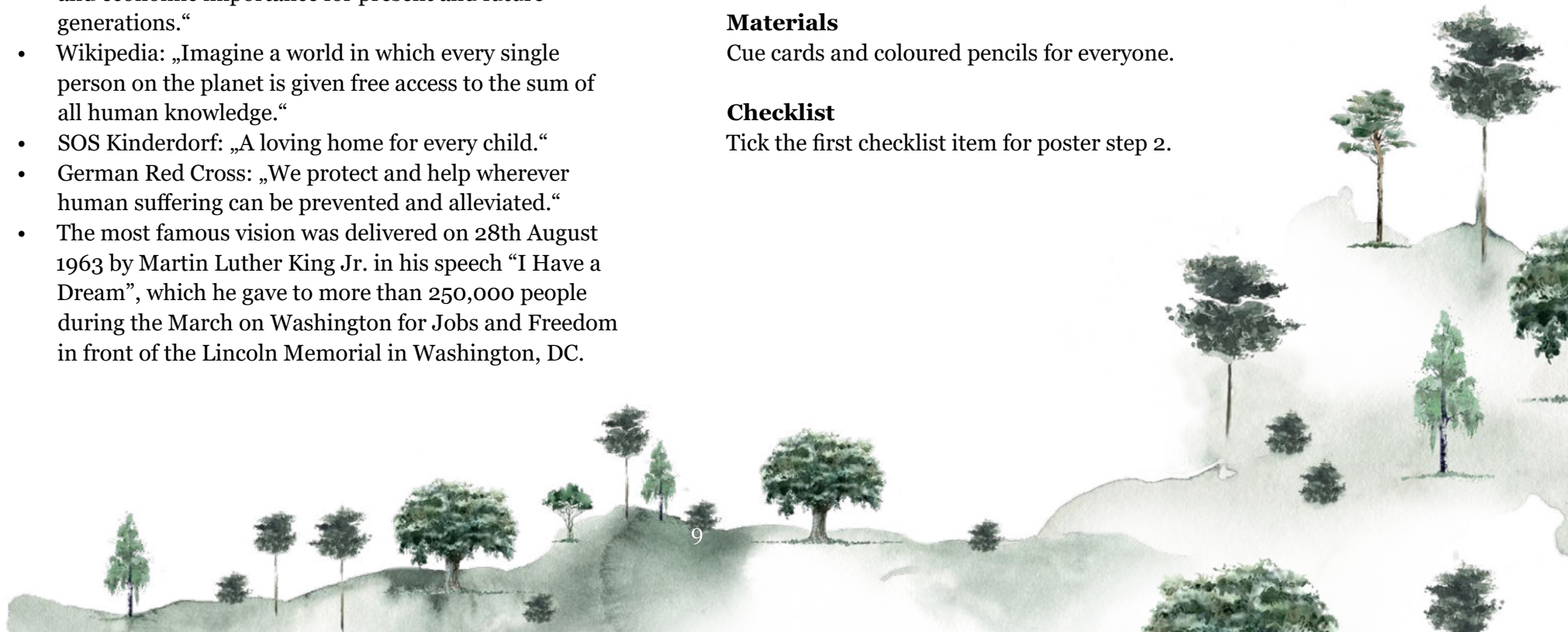
It's easy to get lost when dreaming. Therefore, leave a maximum of 15 minutes for this point. Use five minutes to develop your dream pictures and sentences. You use the rest of the time to formulate the vision together. It doesn't sound like a lot, but all the participants will have already thought intensively about the topic.

## Materials


Cue cards and coloured pencils for everyone.

## Checklist

Tick the first checklist item for poster step 2.



## A WORTHY AIM

 **Your freshly formulated vision guides your work together. Now you have to be more specific. Guide the group into setting measurable goals.**

### Objective

Define specific goals that can be realistically achieved during your campaign.

### Method

These goals should lead you to the previously formulated vision. And they should be feasible for you. A good way to define your campaign goals is to firstly name the long-term goals (10 years), then the medium-term goals (up to 5 years), and finally the short-term goals. Do not set goals that are not achievable. But you should also be ambitious. You will be surprised at what is possible when you have a well-organised group to support you. Focus on the issues previously collected on the cue cards. The goals you set now should solve the most important of these issues.

The best way to define goals is to be SMART. This acronym identifies the essential components of target definition:


**Specific** – not vague, but as precise as possible.

**Measurable** – how can you recognize your success? Use numbers where possible.

**Attractive and accepted** – only define the goals that you will tackle together.

**Realistic** – All goals can be implemented with the resources available to you.

**Time-bound** – Each goal must have a fixed time period.

 **Tip for the leader**  
Use several examples to explain how the SMART concept works. Use both good and bad examples. Point out the importance of deadlines, measurability, and feasibility when defining goals. You can only assess the success of your campaign if these criteria have been determined.





Insert your goals into a table, such as the example on the next page: along the top are internal goals (fundraising, volunteers, image, etc.) and external goals (real political change); down the side are short-term, medium-term, and long-term goals.

„The more the merrier“ doesn't work here. It is better to agree just a few goals and intermediate goals, then focus on them with all your might.

Write down the target definitions so they are visible and understandable for everyone.

### **Advice: mission statement**

If your vision is very extensive and it is difficult for you to see the goals needed for the vision, it will help if you formulate a mission statement. The mission describes what you are going to do as a group to achieve your vision. In contrast to the vision, the mission must be achievable. It describes your overall aim that all other goals lead to.

For example, the mission statement of the Frankfurt Zoological Society is: „The mission of the Frankfurt Zoological Society is to conserve wildlife and ecosystems focusing on protected areas and outstanding wild places.“

### **Advice: goal definition**

The following exercise can help you to define your goals: write headlines for future newspaper articles that describe what your campaign has achieved.



### Example of goal definition

	Internal	External
<b>Short</b>	This quarter, we are recruiting at least five new volunteers from the region who have made a binding commitment to help during the campaign period.	In (year) X, Spessart is officially regarded as suitable for a national park by the state government. Residents know about the diversity of forests in their region.
<b>Medium</b>	Doubling our annual donation income (e.g., through more members and third-party funding) to increase the effectiveness of our campaign.	By (year) X, 10,000 hectares of Spessart in Bavaria are protected as a national park; that's about ten per cent of the forest area.
<b>Long</b>	By (year) X, we are seen as the most important contact in our region regarding our campaign theme. Surveys and press reports prove this.	By (year) X, there are a total of XY newly designated national parks in Germany based on the model of the Bavarian Forest National Park.

### Timespan

Take 30-45 minutes to define your goals.

### Materials

Cue cards and coloured pencils for everyone.

### Checklist

Tick the remaining checklist items for poster step 2.



### 3. US AND THEM

🔑 You now know what you want to change. But who do you have to reach for your campaign to really change something?

#### Objective

Identify stakeholders that you need to influence with your campaign in order to achieve your set goals.

#### Method

A stakeholder or target group is any person, group, company, or organization that is affected by your campaign or can influence it. Do a so-called 'stakeholder analysis'. Evaluate the influence of each stakeholder and how they feel about the change you desire. Transfer all the stakeholder names to a framework, such as the one on the right.



Based on their position in your framework, select those stakeholders that you want to reach with your campaign. Of particular importance are those with a high level of influence who are not yet completely convinced. Outright opponents are not a good target group for your campaign – it is difficult to convince them otherwise. Also discuss which stakeholders are sympathetic to your cause, but have to be prompted to act.

### **Example**

Examples of stakeholders that may be relevant for the stakeholder analysis: politicians, political parties, organizations, associations, journalists, media companies, religious communities, trade representatives, interest groups (CCI), lobbying associations, influential personalities, potential donors.

### **Advice: stakeholder analysis**

Analyse your stakeholders by answering the following questions:

1. Who are your main allies which can support you in your campaign, and what role can they take?
2. Who or what can influence the important decision-makers? Think of opponents, as well as allies.
3. What influences their choices: public pressure, scientific knowledge, or emotional statements?





### *This is how your target group comes to life*

You have determined who you want your campaign to target. You will only be able to develop precise messages if you have a clear picture of your target groups. Develop a 'persona' for each target group. Personae are profiles of fictitious people that represent the desires, fears, and real-life situations of the respective target group. Briefly describe how the persona gets information. Through which channels does he/she communicate, and can you potentially reach him/her there? Does he/she read newspapers? Does he/she post on Facebook? Does he/she use Instagram? Use the persona example on the next page for inspiration.



### **Tip for the leader**

The stakeholder analysis helps you to recognise less promising target groups and thus save resources. Do not focus on opponents who cannot be converted anyway.

Explain to your group why a precise analysis of target groups will make things easier later in campaign planning:

- You identified the media activity of your target group and therefore you know through which channels you can reach them.
- With an idea of the real-life situation of your target group, it is easier for you to know what to say when you formulate the messages of your campaign.

### **Timespan**

Take 45-90 minutes for this important point.

### **Materials**

A large sheet of paper (e.g., flipchart or the back of an old poster), cue cards and pens for everyone.

### **Checklist**

Tick all checklist items for poster step 3.

## Example Persona

Name and sketch:

Monika Weinbauer



Gender:

Female

Age:

41

Job:

Runs a bed and breakfast (B&B)

Family situation:

Married, three children (5, 7, and 10)

Financial situation:

Good, secure

Hobbies:

Yoga

What is everyday life like?

A lot of administration in the B&B, family tasks

What does she/he read?

Thrillers

How does he/she get information?

Landlust, Schöner Wohnen, Local newspaper, WhatsApp/Facebook

Where does he/she go on holiday?

Europe (without flying)

What does he/she dislike?

Know-it-alls and time wasting

What does he/she think about the campaign theme?

Part of her self-development: Back to the roots

What does he/she dream of?

Social recognition

### Analysis

How do we contact her/him?

Via WhatsApp

How to inspire them with the theme of wilderness?

Wilderness is modern. Trend: sustainability

How to get them to take action? (Call to Action)

Detailed description of what to do; no verbiage

Why is he/she being active in this campaign and not another?

Real nature for her and her clients

# INTERLUDE

🔑 You have completed three of five workshop stages – time for a small pitstop. We recommend the bed sheet twist to relax your synapses and muscles.

## **Method**

Take an old, big cloth and stand on it all. Now turn the material without anyone leaving the sheet.

## **Timespan**

Don't stop too soon – during your campaign you will also need the ability to not give up.

## **Materials**

Old blanket or bed sheet.

## **Advice:**

On the Internet you will find more ideas about group games and breaking-up your work group.



## 4. IMAGES AND MESSAGES

🔑 **You have identified the key people you need to reach to make a difference. And you have described how these people tick. Now you are primarily concerned with how you transfer your convictions to others. This step contains several sub-steps.**

### **Objective**

Develop a strategy, write down your communication goal and clear messages tailored to your target groups.

### *Beware of stumbling blocks*

This step has great potential for misunderstandings. Therefore, here is a note of what step 4 is NOT about: do not create slogans for your posters and leaflets today – this only happens in step 6. To make this difference clearer: one message can become five poster slogans. Or ten. And it is not the time to discuss your aims again – you have already done that in step 2. Your communication goal is derived from your campaign goal.

### *The right approach to achieving your aim*

Every campaign needs an understandable strategy. It describes how your goals can be achieved and thus the entirety of your activities. Describe your approach: what do you have to do to reach your goals and target groups, and to get nearer to your vision? Who are you putting pressure on with your campaign? How can a change be made for the better?

### **Example**

The establishment of a protected area: your goal is the permanent protection of old trees by the establishment of a national park in the Spessart. Politicians are hesitating over the decision. You are trying to get a majority of local residents to sign a petition to set up a national park. You need one million signatures for the petition. At the same time, you are trying to win over two political parties.



### **Strategy**

What are the main points of your strategy? Collect suggestions, formulate the strategy in a few sentences, then reduce it to the essentials.

### **Method**

Put your campaign strategy into one sentence ('strategy sentence'). This sentence should contain your strategic approach, your target groups, and your communication goals.

### **Example of a strategy sentence**

In relation to the above-mentioned national park topic, the strategy sentence could be: „We are trying to convince two political parties and the mayor of the largest town to set up a national park and, together with local residents, we are putting pressure on the swift creation of a protected area.“

### **Advice**

The following questions can help to develop your strategy sentence:

- Is your strategy sentence effective in the long term?
- Is the wording clear and easy to understand, and is it easy for all of you to recite?

### **Communication goal**

The communication goal describes what your target group has learned from your campaign.

### **Method**

Discuss this in the group with the help of cue cards.

### **Advice**

An answer could begin with: „After our campaign, people understood that ...“. Remember the characteristics of your personae when doing this (see step 3).

### **Example of a communication goal**

„The target group understood that only a national park can conserve the beautiful, old deciduous trees and their unique wildlife, in order to allow future generations to experience it.“

Other possible communication goals:

Remove prejudices, inform, convince, stimulate, motivate, inspire, surprise, educate, remind, reactivate, animate, acknowledge.



## **Messages**

What do you want your target group to do? Your messages are the be-all and end-all of your campaign, and they are crucial for its success. Ask your target groups to act and convey that the problem is serious, as well as what will happen if your goals are not achieved.

## **Method**

Your messages have to trigger something in your target group, and they have to be remembered. Therefore, answer this question before you actually start developing your own messages: what successful campaign can you remember, and why was it good? Describe the factors that made it successful.





Develop your messages in the next step. Collect arguments and reasons for your position that are relevant to your target groups (i.e. the relevant persona).

Always think about your target groups (personae!). What people get is the important thing. Address the worries and fears of your target groups. Explain the urgency of your concern. Trigger images in the head, ignite emotions.

Underline your messages with targeted and self-explanatory images/photos. Which images best translate your message? Which of them are suitable for the target group, and which could possibly be misunderstood?

Collect your ideas together on a wall using cue cards and then sort them out. Also consider the (possible) arguments of your opponents and take them into account when developing your messages.

### **Advice: impact factors**

How should a successful campaign work? Examples of so-called impact factors are: emotional, surprising, polarizing, mobilizing, visible, credible, transparent, relevant, authentic, aesthetic, amusing, courageous, convincing, consciously breaking rules, encouraging people to participate.

Successful messages are:

- Emotional: triggering an emotional reaction
- Authentic: credible and convincing through arguments with facts
- Memorable: written in simple language with everyday words



### **Advice: message development**

Create precise messages. These questions can help you:

- What emotion do you want to trigger in the target group?
- What should the target group do after hearing of your concerns?
- Which images fit your message?

Make sure your messages reach those you want them to reach. Create a summary table with the following four columns: „target group“, „target“, „message“ and „call to action (what should the person do afterwards?)“.



## Dos

- There are no limits to creativity when developing messages. Get inspired by successful campaigns!
- Uses images that arouse emotions. For example: big eyes, baby animals, big thick trees, rivers, lakes, people. Mushrooms, bats, insects (except butterflies) or wolves/beavers (polarized) are not attractive. You can find freely available wilderness photos at [www.wildnis-in-deutschland.de](http://www.wildnis-in-deutschland.de).
- Respond to fake news with facts! Refer to verifiable studies in your messages. Background information and the arguments for more wilderness in Germany can also be found at [www.wildnis-in-deutschland.de](http://www.wildnis-in-deutschland.de) and at [www.wissen-nationalpark.de](http://www.wissen-nationalpark.de). Information specifically about natural forests is available at [www.naturwald-akademie.org](http://www.naturwald-akademie.org).

## Don'ts

- A placard saying „I ♥ NP“ contains no emotions, no ‘call to action’.
- Do not repeat the words of your opponents because you will simply strengthen them. In contrast, clearly recognise the most important arguments of your opponents and counter them with a positively formulated answer. The reaction to a „national park = job losses“ is not „no job losses“ but, for example, „a national park creates new jobs“ in combination with a picture that explains where these jobs can be created.





### **Example messages**

Your messages must be specifically tailored to your topic, region, and target group. Here are a few examples to get you started:

- „We could be dead soon“ / „Save our homes“ – with a picture of an animal species living in a wilderness area and, if possible, with numbers (e.g., size of the population)
- „We need the forest and the forest needs us“ – with a picture of animals and people
- „National Parks create new jobs“ – with a self-explanatory picture

### **Advice: messages**

Check: are your messages brief and easy to understand? Remember: complicated sentences are a turn off. Are your messages authentic, memorable, and do they trigger emotions? Test your messages before you spread them! Ask people outside of your campaign group what your messages do for them and amend

them where necessary, or (best of all) ask people from your target group.

Spread your messages in good time – before your opponents take action.

### **Advice: hashtags**

In addition to your messages, create appropriate hashtags. They help you to collect your own and other people's (re) actions to your project across various social media channels (Twitter, Instagram, Facebook, etc.). Make sure that the hashtags can be clearly assigned to your campaign and that they are not already being used in another (possibly misleading) context. Ideally, the hashtags should contain your message, including „Call to Action“. Examples of successful hashtags that encourage action: #BanTheBead #OptOutside #ActOnClimate #FridaysForFuture.

Hashtags can be created across actions or specific to a topic. Here we could try

something like #OurWildWoods with an additional name of the region, e.g., #OurWildWoodsRheinMain, but also #NaturalWondersNationalPark! #RecreationNationalPark #WildBeautyFrankfurt #UrbanCarWilderness.



**Advice: opponents**

The sooner you deal with potential criticism of your campaign, the better. This is also important in terms of message development. What will your opponents do, and how?

The following message analysis will help you to identify your own priorities and to prepare yourself for criticism from your opponents. In your messages, highlight your strengths and your opponent's weaknesses.

**Opponents** about themselves:

**Us** about opponents:

**Opponents** about us:

**Us** about us:

**Timespan**

Take as much time as necessary for this step; these messages are crucial for the success of your campaign. Plan a total of four hours for this most extensive point of your kick-off workshop and break it down as follows:

1.5 hours for your strategy sentence and communication goal, 1.5 hours for the messages, and 1 hour for preparing your opponent's arguments.


**Materials**

Cue cards and pens for everyone. A laptop with Internet connection can be used for research, such as messages from successful campaigns.

**Checklist**

Tick all checklist items for poster step 4.

## 5. ACTION ON THE STREET AND ONLINE

 **How and where do you want to spread your messages? Your task is: plan activities with the group that will help you reach your goals and target groups.**

### **Objective**

Create an action plan with specific activities, your campaign calendar, which is available to everyone.

### **Method**

First of all, determine which activities you need to start to reach your goals and target groups. Which channels should you place your messages in? What access do you have to your target groups?

Use cue cards to collect ideas for your activities. Always keep your personae in mind. Focus on the activities that allow

you to have the biggest impact. The golden rule: quality is better than quantity.

### **Examples**

There are countless activities you can implement to make changes. Choose the activities which offer the best way to reach your goals and target groups.

Here are a few examples of activities that may not necessarily fit your campaign exactly, but could inspire you:

- educational events, e.g., training courses, workshops, forums, debates
- demonstrations, flash mobs
- information stand at a major event
- (open air) film event
- (online) petition
- distribute printed material (posters, leaflets, stickers, etc.)

- open letters / letters to newspaper editors
- social media (Instagram, Facebook, etc.)
- contact classic media representatives (local newspapers, regional TV stations, etc.)

## Sample action plan

(You can find a corresponding Excel table at [www.wildnisindeutschland.de/sagt-es-laut](http://www.wildnisindeutschland.de/sagt-es-laut))

Goal	Activities (chronological)	Who?	Deadline (date)	Cost	Assumptions/Exceptions
Goal A: The association must win stakeholders for its goals who will influence the future decision for or against a protected area.					
1 Political decision-makers must be influenced so that they vote for or actively support a protected area.	1.1 District administrator must be made aware of the demands of the association. To do this, a petition is to be created pointing out the problems in the forest and promoting a protected area.				
	1.1.1 Petitions are drawn up and submitted to the board for approval.	Anton A	Immediately		
	1.1.2 Petitions are printed and distributed to three designated stand managers. (see 1.2)	Berta B	(year) XY	5 Euro	Management issues the petitions.
	1.1.3 Three stand managers send the collected signatures to the board.	Carsten C, Dagmar D, Edgar E	(year) XY	5 Euro	
	1.1.4 Board writes to district administrator asking for an appointment.	Frederich F	Draft letter by 1 June; sent mid-June XY	5 Euro	
	1.1.5 Petitions are handed over to district administrator.	Board	Sept XY at the latest		District administrator agrees to an appointment.
	1.2 Information stands are designed and set up around the region to gain support among the population for creating a protected area. Petitions are created and actively promoted.				
	1.2.1 An Action Group (AG) information stand is arranged from the stand managers, who conceive and design the stands.	Carsten C, Dagmar D, Edgar E	As soon as possible	400 Euro	
	1.2.2 A calendar is created on which all the people involved can register online for the planned information stands.	Everyone	28 Feb XY		The meeting of the AG information stand has taken place.
	1.2.3 Information stand materials are designed, printed, and stored by AG Media.	...	...	600 Euro	
2. Multipliers must be found who engage/campaign for the protected area	2.1 Business leaders and other multipliers must be found with whose support, other target groups can be addressed.				
	2.1.1...	Board, everyone	With immediate effect, indefinite		



Regardless of whether your action plan and campaign calendar are on paper or digital, they must be accessible to everyone at all times. Let everyone know where the current version of your campaign planning can be found and who is maintaining it.

#### *Campaign calendar*

Also take into account the periods and dates when topics can fit well into the media (e.g., summer slump, International Day of Forests). Pay attention to dates that are relevant to your campaign as a whole, such as holiday times, elections, festivals, or political decisions, etc.

#### *Budget*

In your action plan, you estimated how much it would cost to implement each individual activity. Check if your planned expenses meet your actual budget. Check this before you spend the first Euro. If

necessary, you may have to implement fewer activities. It is better to acquire more funds (if you have a good plan, you will usually find funding).

#### *Everything at a glance*

Appoint a person as 'campaign coordinator' to keep an eye on all your appointments and activities, and to ensure that deadlines and budget are met. The coordinator plays a very important role in the group. Jointly agree, in writing, when and how the coordinator will be informed of the status of your activities. For example: „Every Tuesday, the main person responsible for an activity informs the coordinator by email about the current status of work, upcoming deadlines, changes in costs, or potential problems.“

The coordinator can also identify areas of synergies in which individual groups

can benefit from each other (e.g., when two teams are working on very similar tasks and encounter the same difficulties).

**Advice**

To support campaign planning, you can use offline or online tools for organization. Make sure that you use tools that everyone else can use independently. Over-complicated (software) solutions can waste a lot of time and energy for people who are not used to dealing with them regularly.

It is best for the leader and/or the coordinator to pre-select suitable organizational help. Then determine someone who wants to be the IT coordinator and who will look after the programs, etc. and helps with problems. Many of the tools are free of charge – here is a small selection:

- [Asana](#) is a tried and tested tool for team and campaign management.
- [Fleep](#) is a messenger and very clear task management tool, which also has the possibility of integrating emails.
- [Humhub](#) offers extensive solutions and is a bit like a 'Swiss army knife' as a hub for group and project work.

**Timespan**

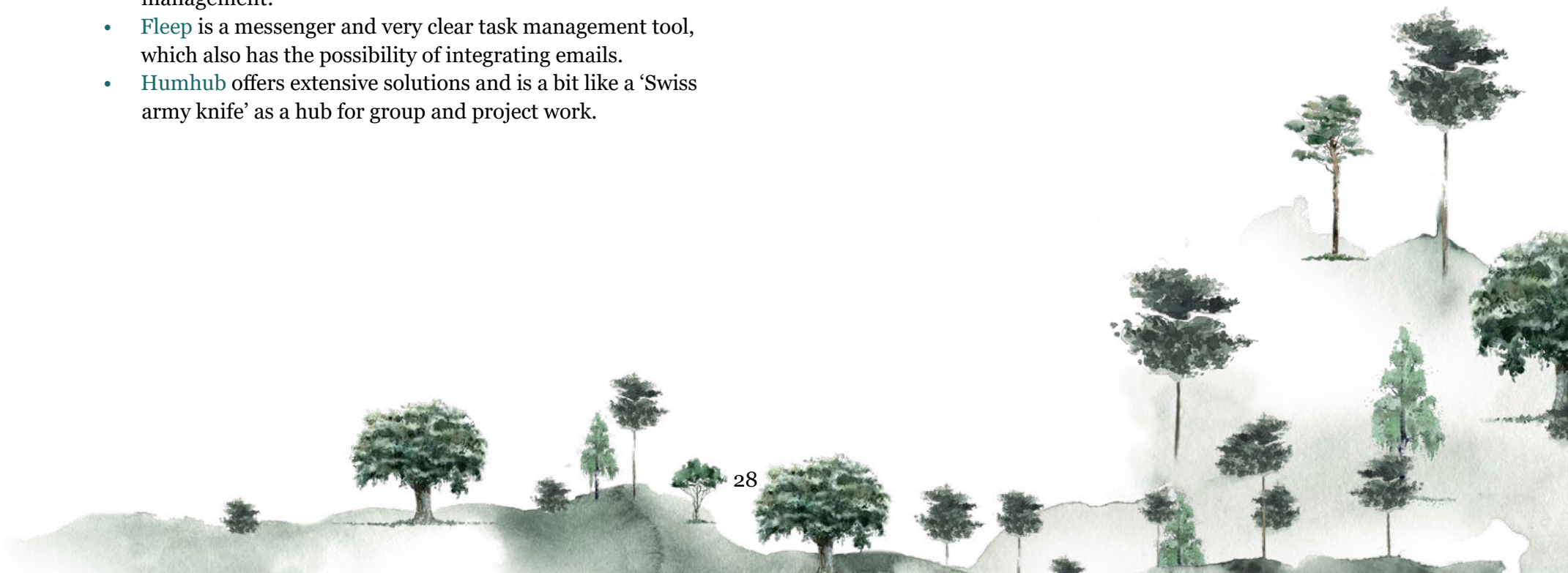
You need at least 1.5 hours to create the action plan and the campaign calendar.

**Materials**

Cue cards and pens for everyone. A laptop with Internet connection to document your campaign plan. Tables can be created quickly in a spreadsheet program (Excel, Open Office, etc.), as well as also easily updated for everyone.

**Checklist**

Tick all checklist items for poster step 5.



## 6. ROLL UP YOUR SLEEVES

🔑 **A look at the action plan from step 5 will show which of your campaign activities need creative design before you can go live with it. The main person responsible for each activity should arrange extra meetings with 'their' team.**

### **Objective**

Create drafts (text, design, etc.) of your communication products, which can be presented to the group in step 7.

### **Method**

Before you work on the creative designs for the activities, you should determine in individual groups who takes on which tasks. Who already has experience in the necessary areas (e.g., websites, design,

writing texts)? Do you need external support and, if so, do you have the appropriate budget available? And is the campaign calendar (planned in step 5) still up to date? Be sure to discuss the schedule, budget, and any fundamental changes with the campaign coordinator in due time.

Work in your individual group on the tasks listed in your work plan. If you are lacking ideas, get inspiration from successful campaigns and communication media.

Coordinate the design of your communication products (e.g., leaflet & website). This increases the recognition factor for your target group.

A few rules of thumb apply to all design disciplines, regardless of whether you are designing a large poster, a small leaflet, or a website.







## **Advice: design**

### *Less is more*

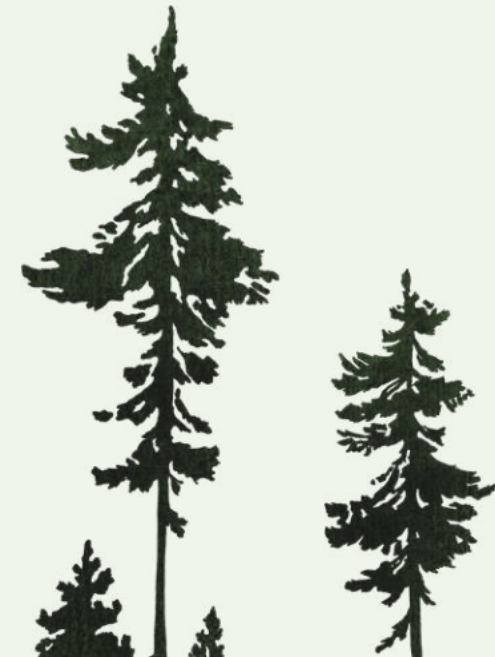
Do not overload the surfaces being designed – clear space between an exciting image and an appealing headline is more effective than trying to squeeze in all the information. Don't be afraid of gaps: an otherwise empty page can wonderfully emphasize the sentence that is on it.

### *Colours*

If you are acting on behalf of an organization, use its style guide and ask for the current corporate design manual. It will tell you the most important rules for colours, use of the logo, etc. If this does not exist, use the colours of the logo as guidance.

### *Fonts*

The corporate design manual is also crucial here. A basic rule is: use only one (maximum two) different fonts. If there are two, they should contrast each other, so not too similar. Italics or bold are there to emphasize – there is no benefit in putting a whole piece of text in bold.



**Advice: text***Simple*

Write in language that everyone understands. Show your messages/texts to at least two people who are not involved in your campaign. Ask them if the message sticks in their memory.

*Surprising*

People will only read texts until the end if they are exciting. Try to surprise your readers – with emotional statements that you would not expect on a website or a leaflet. Build up the suspense in longer texts, just like telling a story.

*Superior*

Proofreading is important – a text without spelling mistakes and with proper grammar is not only more acceptable, it is also easier to read. Warning: do not proofread your own text – the two-person rule applies here. Authors quickly become blind. Always have a text/message proofread by an independent person.

**Advice: website**

Nowadays, professional-looking websites can be put together very easily. Nobody has to program a website by hand. Use one of the many existing editing systems, such as WordPress. These so-called content management systems (CMS) also make it easy for non-experts to insert texts and images into a page.



**Advice: film**

There are now many Apps that can be used to produce videos (as well as photos or collages) directly and easily on a mobile phone. You can find lots of tips on YouTube. At the moment, one of the best-known and recommended video Apps is InShot. If you want to shoot mobile phone videos, it is recommended to use a stabilizer (gimbal); this prevents camera shake and increases the quality of the recording.

**Tip**

Get advice from a professional. Many designers and agencies support voluntary work and non-profit organizations. There is usually a discount or work may be done free of charge.

**Timespan**

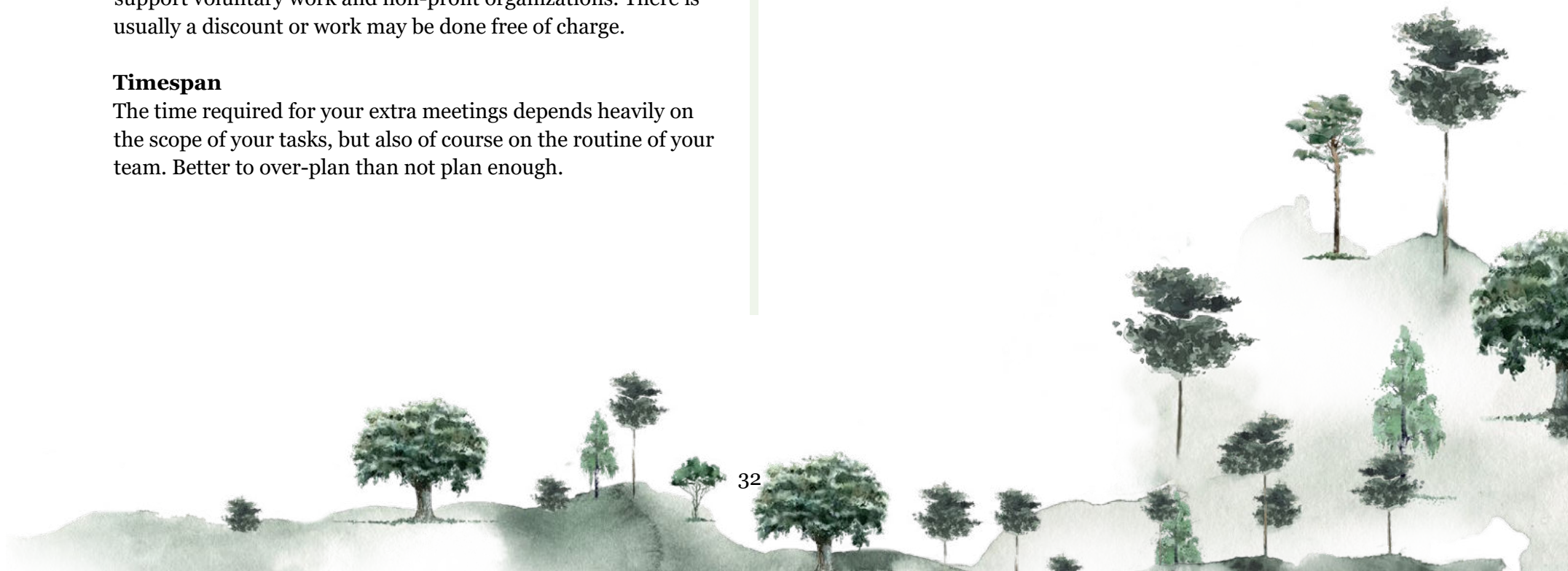
The time required for your extra meetings depends heavily on the scope of your tasks, but also of course on the routine of your team. Better to over-plan than not plan enough.

**Materials**

While a laptop was previously a helpful but not absolutely necessary tool, in step 6 it will no longer be possible without a computer and Internet access.

**Checklist**

Tick all checklist items for poster step 6.





## 7. ONE LAST CHECK

- 🔑 You have all helped to design communication products that are going to be as successful as possible. Check again in a large group whether your messages are getting through. There are three stages for this.

### Objective

Agree on all the designed communication media and stipulate the final steps before your campaign goes live.

### 🔑 Tip for the leader

At this point, be careful and send I-messages (I feel that ...). Remember that a lot of effort has gone into the designs. As a leader, you have to remind everyone of this, especially if it gets personal or the mood threatens to change. Guide the group carefully if discussions on a topic take too long or, above all, are not effective. Postpone all debates on principles to the subsequent meeting in the pub and concentrate on the work waiting for approval from the group.



# 1

## **Stage 1: Presentation**

The simplest part: each working group presents their results from step 6 to the whole group. They show what they have done and briefly justify their approach. The presentation style can be determined by the group itself: PowerPoint, flipchart, or just paper – anything is possible as long as the whole group understands the results.

# 2

## **Stage 2: Feedback**

Collect feedback from your campaign members. What did they like? What did they think when they looked at it? Does anything need to be improved? If so, why, what and how? As always, keep the view of your Personae in mind. Be open to change. Constructive criticism improves your campaign and helps you to make changes.

# 3

## **Stage 3: Consensus**

At the end of each presentation and discussion you have to make a decision: can this means of communication be released immediately, or does it still need to be improved? Voting using the principle of consensus helps with both of these. It is very important that you document your decisions – even if no changes need to be made.

Finally, update your schedule and coordinate the next steps so that everyone knows what to do. Things will soon become serious and your campaign will go live!

**Advice**

Applying the consensus principle means that it is not the majority of approvals which is considered, as is usually the case; instead, opposition from any of those involved is taken into account. This means that approval can only happen if there is no resistance at all. This has three main advantages:

1. When you vote, you become more aware of your responsibility: if I raise my arm now, I might stop it. That makes everyone question how important their criticism really is.
2. Through the opposition you will quickly get to the points that should and can be changed– for example, to get the best result from a good idea with slight weaknesses.
3. With the principle of consensus, you do not deter individual members in your group. Imagine a majority vote with six to four votes for a proposal. However, among the four votes against, there are three people who might even consider leaving the group because of this proposal; but, they may be happy with another draft which the remaining seven would also be happy with.

**Timespan**

Allow about two hours for this meeting. Depending on the scope of the activities, the voting round can be extended or shortened.

**Materials**

So that presentation of your work to goes without any problems, you need to have all the designs to hand. Before the meeting, think about how you want to present things: on screen, with PowerPoint and projector, or just on paper. Prepare everything you need for this in advance so that there are no delays in timing.

**Checklist**

Tick all checklist items for step 7.



## 8. AND OFF YOU GO



**It's showtime! And that means full commitment from everyone! Raise your voice and say what you have to say! Of course, this does not only apply to major campaigns, but also to the supposed sideshows. Because every little press interview, every leaflet distributed contributes to success.**



### Objective

Start your first activities. From now on you are reaching the public with your campaign. Make sure everyone knows what to do.

### Method

When carrying out your campaign, you have to switch completely to 'checklist thinking'. You have already written the action plan for this (step 5), so now it is important to tick the boxes: are

all resources and people available? Check your action plan and whether your means of communication are all ready to go. Look for alternatives if someone cancels at short notice.

Each of you must be aware of your action plan at all times. Save the schedule onto your mobile phone or print it out. Decide how you will stay in touch with your fellow campaigners during the campaign and your activities. Create a contact list of phone numbers that is available to everyone. A chat group can also ensure smooth contact – but only if all of you can participate in it.

If you don't know your core arguments inside out, have another look at them. Re-examine how you react to criticism from your opponents. Remember that you should include your messages in every conversation. You can practice this in advance with your friends.





**Advice**

For internal communication from step 8, you should designate a person who will not have any other tasks except coordinating everyone involved. Otherwise, the most important call might come when this person is in an interview or up a ladder at the information stand. Of course, everyone should have this person's phone number. This person is also responsible for ensuring that all parties involved have access to the current versions of the action plan and campaign calendar.

**Timespan**

Meet at least two days before everything starts. The better prepared you are, the shorter the meeting: if all checklist items have been done, the meeting will have served its purpose after just 15 minutes. If you have to improve, stay focussed. Better today than at some hectic time in the future.

**Materials**

The current schedule and campaign calendar from step 5.

**Checklist**

Tick all checklist items for poster step 8.

## 9. OUTDO YOURSELVES!

🔑 **Is your campaign beginning to bear fruit? Are you getting closer to your goals? What happened after the first activities? Your task is to collate first interim results with the rest of the group and to readjust if necessary.**

### **Objective**

Evaluate the success of your campaign so far and, if necessary, adjust your activities so that you can achieve your goals.

### **Method**

#### *Individual feedback*

The main person responsible for each activity summarizes the feedback: what went well and what did not? How has the target group reacted so far?

#### *Public documentation*

Collect all media reports about your campaign. In which media has it been reported, and how? Was the reporting positive or negative?







*To be continued: the next steps*

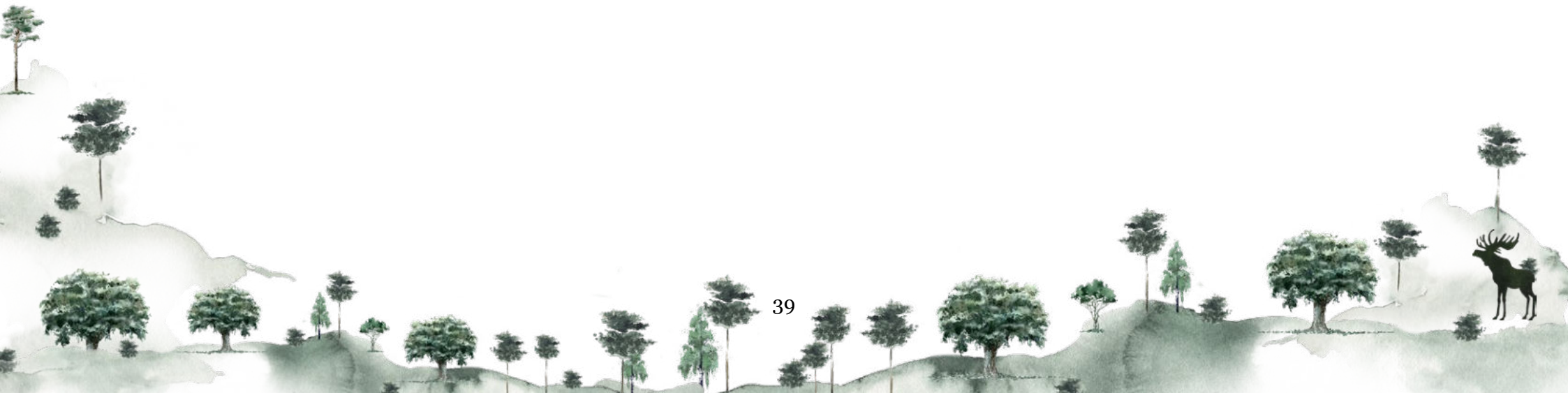
Does the media coverage meet your expectations? If not, how can you react? Do you have to react at all? What did the other side do? If necessary, sharpen your messages, deepen or supplement important aspects. Discuss the next steps together and agree on a course of action.

Are you on the right track to achieve the goals from step 2? Have intermediate goals already been achieved? Have the positions of your target group changed in the stakeholder analysis from step 3, meaning has a stakeholder relevant to your campaign become more (or less) important?

Bring your stakeholder analysis up to date and clarify together where you need to readjust your campaign content. Reuse the

consensus principle from step 7 for this. Determine who will take care of which adjustments, and remember to update your action plan accordingly. To do this, take a look at your results from step 5 and check whether you have to adapt the subsequent campaign steps. Perfect your campaign step by step – this is the only way to achieve your goals!

We wish you success and, above all, enjoy your involvement! Don't give up if there is a setback. Together you can make a difference!



**Tips**

Regularly read local newspapers during your campaign and document any articles about your campaign. Also look for reports online. Analyse how your activities and messages are discussed on social media. If your budget allows (your campaign coordinator will know), get professionals do the research for you.

**Timespan**

Evaluation is important in order to see if your campaign is having an impact anything. Therefore, plan around two hours for this meeting. Depending on the scope of your activities, the feedback round can be extended or shortened.

**Materials**

All reactions collected by you, press articles, other media reports, etc.

**Checklist**

Tick all checklist items for poster step 9.



**Publisher**

For the initiative “Wilderness in Germany”:  
 Frankfurt Zoological Society  
 Bernhard-Grzimek-Allee 1 | D- 60316 Frankfurt  
 Telephone +49 (0)69 94 34 46 0  
 wildnis@zgf.de  
 www.wildnis-in-deutschland.de/discover

**Editor**

Manuel Schweiger (Frankfurt Zoological Society)

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 WWF Deutschland (Albert Wotke)  
 Zoologische Gesellschaft Frankfurt (Manuel Schweiger)

**Project coordination**

Kirstin Ulrichs and Nils Elbert (Frankfurt Zoological Society)

**Text and design**

Jochen Lindenfeld and Jens Best  
 (LINDENFELD – Agentur für Kommunikation)

**Expert advice**

Volker Gaßner (Campaigning Academy Berlin)

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In the interest of better readability, we have omitted gender-based wording. All personal names apply to all genders.

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# NOTES



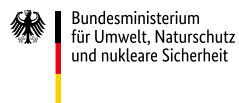
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“Wilderness in Germany” is an initiative of the  
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