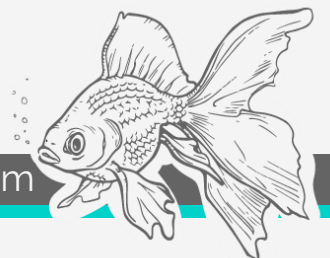


Online campaigning checklist.



A quick note.

Congratulations, you've successfully downloaded your online campaigning checklist, it lists everything you'll need to get started with your online campaign.

You'll see that each point has a list of questions for you to think about. They're listed as questions because, as we always say, **every campaign is different**, so use the list below to create *your* campaign – i.e. the campaign that works for you.

The size of your campaign (and the budget you have available for it) will determine how much you can do – not everyone will need an online petition and a website too. That's fine. Don't feel pressured to do everything. The list below will help guide you to make those choices about your campaign.

Happy campaigning 😊

p.s. we love hearing from you – tell us about your campaigns, and let us know what you think of this checklist. Get in touch at info@fancyguppydigital.com, or on Twitter ([@Fancy_Guppy](https://twitter.com/Fancy_Guppy)) or Facebook ([fancyguppydigital](https://www.facebook.com/fancyguppydigital)).



The checklist.

Here's everything you'll need to get started with your online campaign...

A cause

- What is the problem you are addressing?
- What is the change you want to see?

Audiences

- Who will support you?
- Who will be against you?
- Who can help you?

Call(s) to action

- What will you do?
- What will you ask other people to do?

Action plan

- When will you do each of your campaign activities?
- Are there any other things going on during the time your campaign will cover that could hinder/help you?

Evaluation

- How will you check if you are achieving your goals?

Name

- What will you call your campaign?

Branding

- How will people recognise your campaign?
- Do you want/need a logo?

Online presence

- Do you need an online petition?
- Do you need a website?
- Will you have a presence on social media?
- Will you create a hashtag for your campaign?

Communications plan

- What will you share with people?
- When will you share it?
- How will you share it?
- Who can help share your message, and how will you ask them to do so?

