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| **A close up of a sign  Description automatically generatedBuilding a campaign** | |
| **Goal**  What do we want to achieve/ what is our target |  |
| **Understanding power**  Who can make the decision to give us what we are demanding? |  |
| **Audience**  Who are we speaking to in our campaign? What do we want them to do?   * Public * Management * Government * Union members * Non-union members |  |
| **Strategy**   * Leverage * Escalation * Alliance building |  |
| **Organising**   * Tactics * Mobilisation |  |
| **Communication**   * Audience * Tools * Language |  |
| **Miscellaneous** |  |