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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** |  |