

Module 6: Building a Campaign: Research + Planning

Theme: *Planning with purpose*

Objectives:

- Learn how to research, fact-check, and outline a campaign.
- Identify partners, goals, platforms, and risks.
- Build an actionable campaign plan.

Content to Include:

- Campaign checklist + planning timeline
- Partner mapping (people, orgs, allies)

Documents to Utilize:

- [Research Tracker Template](#)
- [Partner Ecosystem Map](#)
- [Campaign Planning Calendar](#)

Activities:

- Build a full campaign plan in small groups
- Present draft proposals for feedback
- Research one similar campaign for inspiration

Resources:

- [Youth Action Toolkit by Transform Our World](#)
- [New to Activism, Organising and Campaigning? Start Here!](#)
- [How to Start a Movement: Building a Social and Political Campaign](#)
- [Develop your activist strategy](#)
- [Research identifies tactics for successful activist campaigns by Colorado State University](#)