

# HOW CAN YOU CREATE AN EFFECTIVE CAMPAIGN?

## Lesson Three



# HOW TO BUILD A CAMPAIGN



Reclaim The Power, Fracking campaign, Preston New Road, Blackpool 2018. Photo © Reclaimthepower

A good campaign is creative, impactful and meets its goals.

What famous campaigns can you think of that have had an impact?

What makes an effective campaign?

What tools do you need to be an effective campaigner?



# CASE STUDY - NO MORE PAGE THREE

In 2012 Lucy-Anne Holmes started the No More Page Three Campaign.

She wrote a letter to the then-editor of The Sun, politely requesting that the newspaper reconsider Page Three, detailing some of the reasons why sexually objectifying women in a newspaper should end.

Receiving no answer, she started a petition on Change.org which gained a total of 217,000 signatures over three years.

Click the link [here](#) to find out more.



# BUILDING SUPPORT

The campaign gained widespread support, with one of its key images being the No More Page Three t-shirts that supporters wore and on 12 June 2013 Caroline Lucas MP was told off for wearing the t-shirt to protest in Parliament.

Click the link [here](#) to find out more.

In 2014 the campaign started to put pressure on companies that advertised in The Sun which led to Tesco changing the way they displayed tabloid newspapers.

Click the link [here](#) to find out more.



**PETERLOO**  
PROTEST.  
DEMOCRACY.  
FREEDOM.



# GETTING CREATIVE

The campaign encouraged everyone to get involved and use their skills.

Click the link [here](#) to find out more.

In 2014 a No More Page Three song was released featuring Baby Sol to draw attention to the campaign.

Click the link [here](#) to find out more.



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# AND IT WAS SUCCESSFUL!

On 23 January 2015 The Sun dropped topless women from Page Three and they haven't been included since.

Lucy posted a final message to the signers of her petition to celebrate the victory.

Click the link [here](#) to find out more.

Continue reading: Five other campaigns where women used online petitions to fight for equal rights.

Click the link [here](#) to find out more.

**Teacher Notes:** Extension videos:

<https://www.youtube.com/watch?v=NZQqGycB6GU>

<https://www.youtube.com/watch?v=INIKjUfmaUA>





# CHOOSING YOUR ISSUE

Choosing your theme:

- In each group, identify who has the surname that starts with the letter that is furthest to the bottom of the alphabet (i.e. closest to z)
- Work out which month they are born
- Look up the issue that you will be working on in the table



March of the Mummies, Manchester, 2017.  
Photo © People's History Museum

## STEP TWO – CHOOSING YOUR ISSUE

Month	Topic	Ideas
July	Black and Minority Ethnic rights	Decolonising the education system
August	Poverty	Anti-austerity
September	Climate change / environment	Disco roadblock to highlight climate change
October	Women's rights	Women's march
November	Education	Curriculum for life, tuition fees
December	Mental health	Male suicide



## STEP TWO – CHOOSING YOUR ISSUE

Month	Topic	Ideas
January	LGBT + Rights	Equal marriage
February	Crime	Knife crime, stop and search
March	Elections	Votes at 16, proportional representation, all-women shortlists
April	Housing	Homelessness, affordable housing
May	Disability Rights	Disability access
June	Transport	Free transport for 16-18 year olds

# ANALYSING YOUR CAMPAIGN IDEAS

For each idea, think about:

- Is the idea within your parameters?
- What will be the impact of the idea?  
How will that impact help you to win your campaign?
- Is your idea achievable?  
Will you be able to implement it?





# CREATE YOUR PRESENTATION

Prepare a two minute presentation to explain your campaign to other groups.

Think about:

- **What?** - what is your idea?
- **Where?** - where will it take place?
- **Who?** - who will it involve?
- **How?** - how will you plan and organise it?
- **Why?** - why do you think it will be effective?





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