A quick-reference guide to creating an effective campaign on your campus

changing
campus
culture
Define your approach.

The impact model examines the relationship between the actions that a campaign drives (the “what”) and the time frame of the impact (the “when”). By understanding where your campaign falls on this matrix, you can better determine the campaign’s context.

The Impact Model

**The “What”**
- **Cause** (a tangible issue, object, or focus)
- **Movement** (a process, action, or means)

**The “When”**
- **Today** (to maintain, preserve, or protect)
- **Tomorrow** (to evolve, grow, or attain a vision)

**A**
- Example: The Wilderness Society
  “Protecting wilderness and inspiring Americans to care for our wild places.”

**B**
- Example: Heifer International
  “Working to end hunger and poverty around the world by providing livestock and training to struggling communities.”

**C**
- Example: The Peace Corps
  “Volunteers travel overseas to make a real difference in the lives of real people.”

**D**
- Example: No Kid Hungry
  “Connecting the world’s poor to their potential.”
Establish your tone.

The message is what your campaign says. Tone is how you say it. It's critical to define one to three personality traits your campaign will take on, and stick with them.
Map out your tactic experience.

Tactic plans are like journey maps—non-linear and evolving. Use this list to think about the ways that your campaign will come to life.
Plan your campaign and share your plan.

Great campaigns are often the result of great strategic planning. Use this creative brief to map out your plan and share it with others involved, so that everyone is working from the same blueprint.

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The Creative Brief

| What are we trying to do? | 1 |
| Who are we trying to reach? | 2 |
| What channels will we use? | 3 |
| What media will we use? | 4 |

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### Creative Brief

**Approach**

- Define the purpose of our communication
- Encourage conversation
- Create awareness
- Change behavior
- Build a support system

**Target Audience**

- Can we focus on a smaller subset to make our message more specific? (e.g., first-year female students vs. first-year male students)

**Tactic**

- How we want to reach our audience

**Call to Action**

- For example: attend an event, share a story, submit a photo, visit a site, download an app

**Key Message**

- What secondary points are important for supporting the key message?

**Additional Considerations**

- Barriers, challenges, missing pieces, locations, media placement

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**Tone**

- The tone that’s right for our institution

**Approach**

- How we want to communicate

**Approach**

- How will we engage our audience

**Approach**

- What specifically do we want our audience to do?

**Approach**

- Are there any caveats we should be aware of?
free of clichéd stock images
concise
drawing students in with a powerful message
offering secondary message with proof points
closing with a strong, clear call to action
void of “student speak”
having a high-aesthetic