**Campaign criteria checklist**

Your group only has capacity to campaign on so many things at once. So when you’re deciding which campaigns to run, assess your ideas in a structured way to help make the best choice.

Use this checklist to think through how different campaigns might meet different objectives you have. Consider which campaigns will cover the most objectives and/ or the most important objectives for your group.

Fill in the checklist together as a group, or ask your members to use the criteria to build campaign proposals, which the group can then look at together. Feel free to add in any further criteria your group has.

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| **Campaign criteria** | **Campaign (eg fossil fuel divestment)** | **Campaign (eg air pollution)** | **Campaign (eg tree cover)** |
| Clear, achievable goal |  |  |  |
| In line with our aims |  |  |  |
| Benefits our supporters and wider community |  |  |  |
| Lots of people care about the issue |  |  |  |
| Some people will care deeply enough to act |  |  |  |
| Success will leave activists and our wider community feeling more powerful |  |  |  |
| Develops leaders within the group |  |  |  |
| Builds group’s support/ membership |  |  |  |
| Builds partnerships |  |  |  |
| Raises funds |  |  |  |
| Builds group’s profile |  |  |  |