



Developing an effective campaign:

From identifying the issue to persuading decision makers

Caroline Collins, PhD
Public Affairs Manager
The Alzheimer Society of Ireland
March 2012

What we learned this morning... (1)

WHO

- Know who you need to persuade/convince
- Know your audience (profile & background)
- Tailor messages appropriately
 - not everyone needs the same level of detail or will have the same expertise or knowledge



WHAT

- Keep messages simple
- Worthy doesn't work – “news hook” essential
- What's in it for them??! Sell the benefits
- Build awareness, create interest, give people something they can “buy in to” and believe in... enough that they feel they can make a difference

What we learned this morning... (2)

WHERE

- Know how to access decision-makers – contacts on opposition benches are now likely in Government, the channels and means of access changes, you need to change accordingly!

WHEN

- Peak and pitch of campaigning/lobbying – not all the “asks” can come together
- 3.1 golden ratio!

HOW

- What’s the “ask”? What do you want them to do?
- Can they do it?
- Be realistic!



Making it concrete... (1)

Lobby Point : Greater access to services for people

- Who are you lobbying?

- Obvious stakeholders
- The non-obvious but powerful groups (minority effect)
- Do you know them/have a profile? What are they interested in?
- Do relationships already exist or will you have to build new ones?

- What? (Define the issue)

- Services for whom? Humanise it
- Why do this group need services?
- What's the impact?
- Is access currently a problem?
- Do you have proof/evidence to support your call?



Making it concrete... (2)

Lobby Point : Greater access to services for people

- Where ?

- How will you broker access?
- Is there an official process? Is there an unofficial process?
- Rather than go it alone, can you use an umbrella group?

- When ?

- What's your campaign timeframe?
- Have you checked if you're up against any other big events?
- What are others in the sector doing? Can you collaborate with them?
- Is there an event/launch you can build around it?
- Avoid peak holiday periods (Christmas, Easter etc.)
- When will your message have the greatest chance of breaking through?



Making it concrete... (3)

Lobby Point : Greater access to services for people

•How ?

- How will you make your issue easy to understand?
- What tools, channels, tactics are you going to use?
 - Media (general or specialist?)
 - Petition/campaign
 - Social media
 - Event/launch
 - Photocall
 - Report/policy/manifesto
 - Thought paper
 - Etc., etc., etc.





Questions?

Contact details:

Email: caroline.collins@alzheimer.ie

Phone: (01) 207 38 32 / 086 031 5023