



Campaign Planning Form

1. **Select campaign.** This is the behaviour you want people to change.

2. **How will you measure your success?** (Example: number of classrooms with lights off, fewer bags of garbage per week)

3. **Barriers and Benefits.**

Barriers – the things that might keep people from changing their behaviour.

- _____
- _____
- _____

Benefits – the things that will make it more likely for people to change their behaviour.

- _____
- _____
- _____

4. **Develop plan.**

Who can help – List the people in your school or community who can help you with specific tasks, or provide expert information about the project (e.g. a local environmental group, the caretaker, principal, teachers, student leaders, etc.).



Communication – Let people know what you want them to do by creating newsletter articles or posters, presenting at assemblies, etc. What do you want people to know and how do you want them to act on that knowledge? Does this match the barriers and benefits you listed?

Reminders – Use posters, announcements, or stickers to remind people to make the behaviour change.

Commitment – What will you ask people to do, and how will you encourage them to do it?

5. **Test run and adapt plan.** Try your plan out with one class or group. What changes need to be made to make it more successful?

6. **Analyze campaign results.** How can you promote lasting behaviour?

7. **Campaign Steps.** What needs to be done, who will do it, and when will it be done?

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