

CONCLUSION

The key to creating and implementing successful advocacy communications efforts is to honor the process. Make sure you account for all nine components when contemplating communications activities to support your goals. Use the checklist to the right.

If we go through this rigorous process, campaigns will be stronger and we will meet the common goal of running incredibly successful social change campaigns.

Our issues not only deserve this kind of attention and thoroughness, they demand it.

- Clear goals
- Target audiences
- Concise messages that resonate
- Good planning
- Tell people what to do
- Make a case for why action is needed now
- Match strategies and tactics with audience
- Budget for success
- Rely on experts when needed

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For more information on campaigns listed in this report, visit the following websites:

Give Swordfish a Break:

www.seaweb.org/campaigns/swordfish

International Campaign to Ban Landmines:

www.icbl.org

The Truth:

www.thetruth.com

Campaign for Tobacco Free Kids:

www.tobaccofreekids.org

Charge Against Hunger:

www.strength.org/see/chargeagainst.htm

Friends of the Earth International:

www.foei.org

Mothers Against Drunk Driving:

www.madd.org

Don't Mess with Texas:

www.dontmesswithtexas.org/home.htm

Fenton Communications

www.fenton.com