



Campaign organisation – co-ordination

Your group has been tasked with co-ordinating your pressure group.

What you need to consider

- Do all your media share similar branding and messages?
- Is it clear what you want members of the public to do, and how they can do it?
- Remember: you do not need everybody to do the same thing. It's no good having millions of pounds donated to you if you have no plans to use the money.
- Do you need a figurehead? A celebrity who is famous for something else but supports your cause? Someone directly affected by the issue you are campaigning on, such as Nelson Mandela? Or an 'ordinary' person who is your actual day-to-day leader? What does your figurehead do?

Because you are the co-ordinators of the pressure group, you will also need to make sure that everyone who is working with you is ready to display what they have done, and knows what their role is.

