



● RESOURCE

Campaigning 101

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Description / Abstract

The Climate Reality Project has been working on developing a step-by-step guide for meaningful action, named “Campaigning 101.”

At their core, campaigns are about creating change; they’re specifically defined as a long-term effort toward a desired outcome, and campaigns work!

The goal of this toolkit is to provide a user-friendly framework to help guide anyone’s campaign to fruition, regardless of your level of experience or the scale at which you’re seeking to enact change. The toolkit is comprised of six steps to develop a successful campaign. Each one is accompanied by a selection of tools and resources, which are available in a toolbox. Throughout the steps, the case study of The National Climate League, a project led by The Climate Reality Project Canada, is used to provide examples of the ways in which our recommendations can translate into concrete action. It also includes a special “Campaign World Tour” section for everyone to draw inspiration from amazing and change-inducing campaigns!

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File

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