



# Building effective campaigns

**Building an effective campaign can feel like a big task. There are four things we need to remember when we are trying to make change.**

## Give me a reason to do it

Sometimes the changes we need to make will require hard work and so it's important (and really useful) to know why you should take action.

### Example

Help your community fall in love with the ocean by showing a documentary about all the amazing creatures in the sea.

## Show me how to do it

If we need to shift our behaviour then we need to know how. Sharing simple steps makes things feel much more achievable and we're more likely to start a new habit if we've got a good idea of how we can get started.

### Example

Make a 'How-to' poster to help people reduce the amount of single-use plastic they use.

## Show me others doing it

It can really help to see other people taking action too - not only does it show us that change is possible, but it can inspire us to join the movement.

### Example

Share the stories of your favourite environmental activists around the world.

## Make it easy for everyone to do

If we want our whole community to make change, then we need to ensure it's easy to do

### Example

Create a petition to ask your local council to set up curb-side recycling so it's easy for everyone to do.