



**SHORT
GUIDES FOR
AMNESTY
LOCAL GROUPS**

CAMPAIGN COORDINATOR

Amnesty International
PROTECT THE HUMAN

A SHORT GUIDE TO BEING A CAMPAIGN COORDINATOR

THE ROLE

The campaign coordinator is at the centre of the group's campaigning activities, responsible for communicating the aims of the campaign to members and planning, implementing and evaluating the campaign.

QUALITIES NEEDED

- well-organised
- good at motivating others to become involved and take action
- creativity desirable!

WORKS CLOSELY WITH

All members of the group, particularly those with specific roles such as media officer, lobbyist, events organiser, etc. Outside the group, has contact with the local community and AIUK campaigners.

KEY TASKS

1 Main contact for receiving campaign mailings

During a campaign, coordinators will receive regular campaign mailings with all the information you need to plan your group's campaign activities.

TIPS

- Read the campaign mailings and keep the campaign folder up to date.
- Let the group know any useful information.
- Check to see what actions you have been asked to do.

2 Planning your group's campaign

AIUK will always set the campaign objectives and give you clear guidelines on actions that you can take. However, you will need to work out a plan for what your group will actually do.

TIPS

- Do your planning well in advance so that you have time to prepare your activities.
- Think about what you want to achieve: 200 postcards sent? Commitment from your MP?
- What do you want individuals to do and how will you persuade them to do it?
- What resources do you need to carry out your plan?
- If you only have capacity to do one or two things, what would be the most effective action?
- What contacts do you have in the local community that could help in this campaign?

3 Sharing campaigning tasks

This means dividing up tasks, sharing them and checking that activities undertaken by others are carried out. Often local groups find that a small core of people do all the work, becoming overburdened, while others take on no tasks. Campaign coordinators must learn how NOT to be indispensable. Make sure other people share responsibilities and tasks.

TIPS

- Establish a working group to help coordinate the campaign. The people in this group will start to build skills and will be in a better position to take over if you are not around.
- People who would be reluctant to take on large tasks are more likely to come forward to take on small ones.
- Be aware of group members' skills and experience.
- Always establish clear deadlines for tasks.

4 Keeping everyone informed about the campaign and motivating them to take action

TIPS

- Think about the best way of informing the group about the campaign.
A training workshop? A speaker? An information bulletin?
- Include a campaign action in any newsletters to members or supporters.
- Make sure you give regular updates at group meetings on the latest developments and the progress of the campaign.
- Feed back any success that the campaign has achieved.
- Have a 'creative campaigning' session at a group meeting where members can brainstorm ideas and actions that they can take – keep it fun and informal.

There is a workshop for each major campaign. This usually includes a short talk, an activity to draw out the human rights aspect of the campaign, and an opportunity to start planning the group's action.

SOME THOUGHTS FROM A CAMPAIGN COORDINATOR

So, if you know the names of most of the continents, you'll probably get the job. The material you receive covers so many countries and issues that you need to share the key information with other group members and pull in their ideas and energy. Never stray too far from a photocopier and when you sift through the materials focus on what action the group may want to take. Death penalty, torture and Control Arms campaigns have provoked effective and daring stunts.

Find places where your group can exhibit the campaign photo pack and link the literature and leaflets into the group's regular outings. Remember, the campaigns are what will probably motivate your group most.

**Steve Pearson,
Campaign Coordinator
of Lincoln Group**

Amnesty International

We are ordinary people from across the world standing up for humanity and human rights. Our purpose is to protect individuals wherever justice, fairness, freedom and truth are denied.

Worldwide we have more than 2 million members. We are a democratic and independent organisation that follows no political or religious ideology.

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