

The logo for Haiyya features the word "HAIYYA" in a bold, black, sans-serif font. The letter "I" is replaced by a stylized graphic consisting of three concentric, overlapping loops in shades of blue and orange, resembling a stylized "H" or a calligraphic element.

H A I Y Y A

Running Effective Campaigns

Haiyya Foundation

Date: 10th July, 2021

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Session Goals & Outcomes

- Create your campaign canvas
-To understand converting strategy into action by using campaign canvas tool
- Chalk out your campaign peaks
-To build your step by step success plan to achieve goals
- Assess your campaign health
-To understand the process of assessing peaks for effective campaign growth

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Check In: 1 or 2 indicators to know
that your campaign is effective

Revision

Shared Purpose: We are a group of politically conscious women who share the purpose of enabling college youth of Delhi to come together and register a political party with the aim to fight corruption.

Organizing Statement:

We are organizing politically conscious and active college youth of Delhi To Pursue a fight against corruption By enabling them to register political party By using our resources to mobilizing them through a two months training programme on creating their social action project on the issue by giving them necessary tools and required mentorship to enable them to implement their own ideas by June 2022

By June 22

- Your organizing statement is ready
- You know your people, your purpose and your theory of change
- Your theory of change is your strategy
- Your strategy cannot be just on your paper
- It has to take the shape of specific outcome oriented activities that would help reach milestones
- You finally reach your campaign goal with the final milestone

How do you run your campaign effectively?

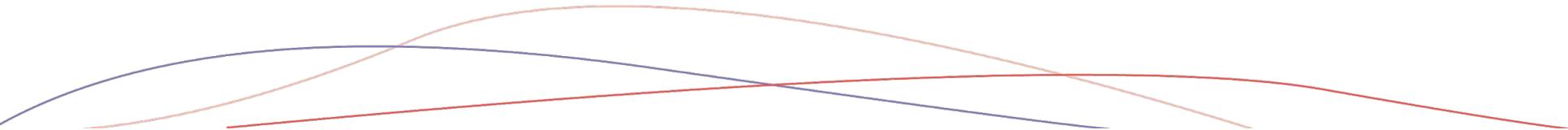
Tactics

A bunch of ideas/activities that help use your strategy and achieve your campaign goal

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Create Your Campaign Canvas

- Fishbowl
- [Campaign Canvas](#)
- Let us look at the boxes with questions and find answers to them
- This gives a broad picture of our campaign idea, vision and activities
- Once we get a broad idea, we move to specifying activities into peaks



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Fishbowl Campaign Canvas

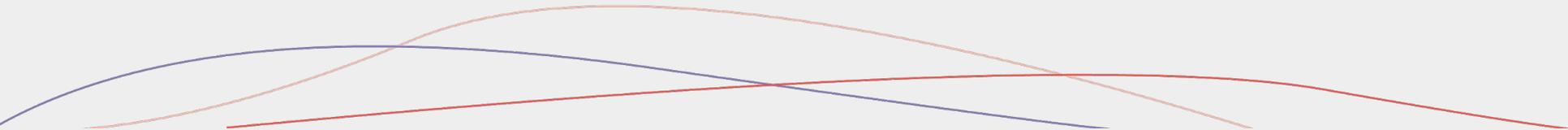
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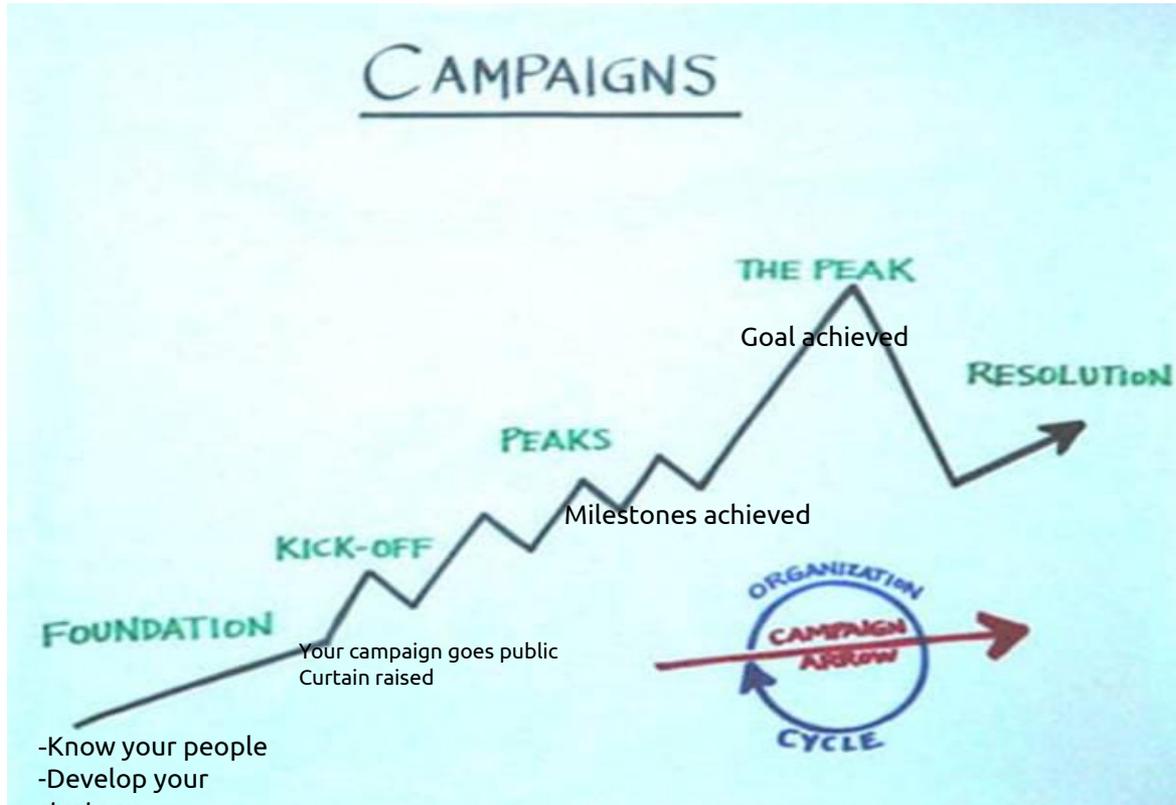
Questions and Answers

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Create Campaign Peaks



CAMPAIGNS



Important things to keep in mind:

-Peaks are specific moments in our campaign that reaches milestones

-Peaks are in connection with each other

-The previous peaks leads to the next one until we reach our goal

-Our people, together achieve a milestone to reach a campaign peak

-Peaks are celebratory and public

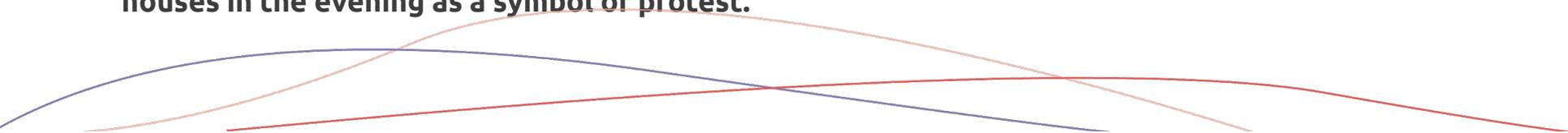
-Campaign is a cyclic process

Singur Movement Tactics

30 May: The then state commerce and industries minister was greeted with black flags in Singur today by organization of farmers and labourers of Singur.

1 June: About 3,000 villager stages a demonstration in front of the office of the Singur block development officer against the government's move to acquire farmland for the Tata Motors project.

1 October: On the day of Bijoy Doshumi night vigil is observed in the affected moujas of Singur. All the villagers in all the villages of Singur area switched off the lights in their houses in the evening as a symbol of protest.





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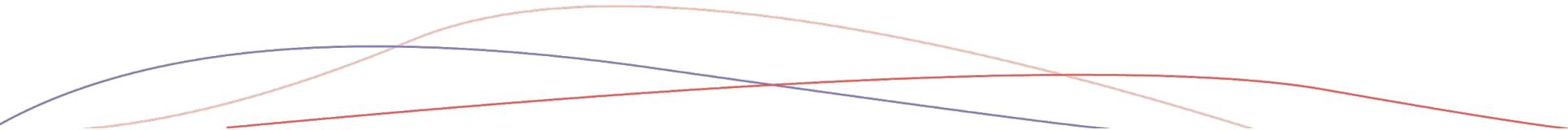
Fishbowl

Developing Campaign Peaks

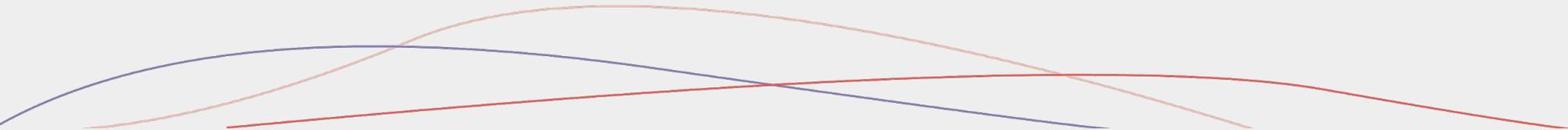
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Fishbowl \$ Coaching

- We will move from the foundation phase to achieving our campaign goal
- We will work on How to develop the foundation of our campaign
- We will decide on the kick off of our campaign where it goes public
- We will work on the leadership development of our people to achieve the first peak together
- We will move to the next peak by expanding our people and their capacity
- We will re strategise when needed
- We will move to the final goal



Assessing Campaign Health



Purpose of this mapping campaign health To be able to evaluate our on ground/online campaigns, identify the challenges, foresee gaps and devise strategic interventions.

Campaign Elements	Health	Explanation (Give examples and details)	Interventions
Campaign Strategy - <i>What are we doing & why</i>			
Expanding our Community - <i>finding new leaders</i>			
Mobilizing Power (Pressure Building): <i>Aggressive and on ground</i>			
Building the capacity of our community: <i>Organizing or issue expertise</i>			
Visibility & getting the word out			
Data Collection & Documentation: <i>Tracking, measuring our impact and internal systems</i>			
Engaging Influencers			

Key to measure campaign health:

Healthy - going on track and working well

Recovery: Tried to fix it and it's showing positive results

Annual Injection - Going on track but should monitor progress closely

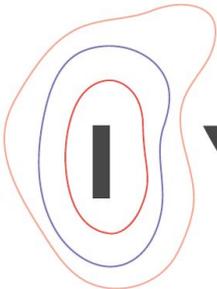
Needs Medication - needs attention and smaller interventions/tweaks

Needs Surgery - Immediate attention required and a large intervention

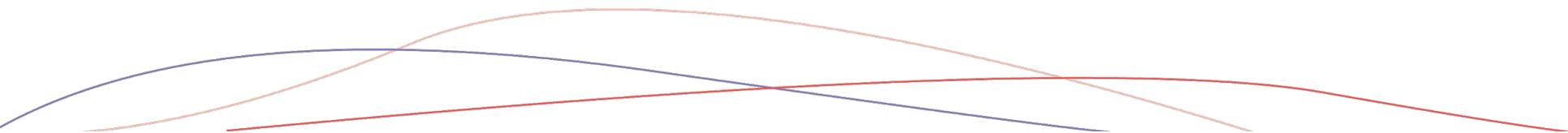
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Questions and Answers

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The letter 'I' in the word 'HAI' is stylized with three concentric, irregular ovals around it. The innermost oval is red, the middle one is blue, and the outermost one is orange.

Thank You!

Three wavy lines in blue, orange, and red colors sweep across the bottom of the page.