

## Campaign Proposal Assignment

You will work with a partner of your choice to develop a public relations plan for a client. You will choose a global/social issue around which you would like your campaign to focus. The following are some of the issues you may choose from.

- Fair trade
- Living wage
- Human rights
- Poverty
- Homelessness
- Clean water / scarcity
- Food security
- Criminal justice program (you might check <http://www.naacp.org/pages/criminal-justice-issues>)
- Hate groups or extremism (<https://www.splcenter.org/>)

There are also other ideas found here. <https://www.un.org/en/globalissues/>

After you determine your issue you should either select an actual organization that deals with this issue. This will be your client.

Next you need to use the 8 Step strategic communication planning matrix found on page 15 of the Wilson & Ogden text to develop a campaign proposal. The campaign will include the following parts:

- Backgrounder / history - 30 pts
- Survey or focus group data collection- 20 pts
- Situation analysis (SWOT) and core problem /opportunity statement. Analysis of survey results should be included here. – 50 pts
- 1 goal, 5 objectives – 20 pts
- Big idea, key publics, and key messages - 50
- Strategy & tactics by objectives. You should use the strategy briefs found in Wilson's Appendix B to complete this. – 50 pts
- Calendar & budget - 20 pts
- Communication confirmation table - 20 pts.
- Evaluation criteria & evaluation tools - 20 pts.

After you receive feedback on each of these, you should make revisions and compile everything into a complete campaign proposal designed to persuade your client.