

Understanding Campaign Tactics

Are you eager to make an impact with your campaigns, but uncertain about which tactics to use and when to escalate your efforts? Choosing the right campaign tactics and understanding escalation strategies are crucial for achieving your goals and mobilising support.

Why understanding campaign tactics and escalation matters

Selecting appropriate campaign tactics and escalation strategies is essential for:

- **Achieving your goals:** Different tactics are suited to different objectives. Choosing the right tactics and escalation strategies increases the likelihood of reaching your campaign goals.
- **Engaging your audience:** Tactics and escalation strategies should resonate with your target audience and encourage their participation in your campaign.
- **Maximising resources:** Understanding which tactics and escalation strategies are most effective for your campaign helps you allocate resources efficiently.

How to choose the right campaign tactics and escalation strategies

Here are some factors to consider when selecting tactics and escalation strategies for your campaign:

- **Objectives:** What are the specific goals of your campaign? Choose tactics and escalation strategies that align with these objectives and have a proven track record of success in similar campaigns.
- **Audience:** Who are you trying to reach? Consider your target audience's values, interests, and communication preferences when selecting tactics and escalation strategies.
- **Context:** What is the social, political, and cultural context of your campaign? Select tactics and escalation strategies that are appropriate and effective within this context.
- **Resources:** What resources (time, money, people, etc.) do you have available? Choose tactics and escalation strategies that can be realistically implemented with your available resources.
- **Skills:** What skills and expertise do your team members possess? Select tactics and escalation strategies that align with your team's strengths and capabilities.
- **Ethics:** Ensure that your chosen tactics and escalation strategies align with your campaign's values and ethical principles.

How should you escalate your tactics?

Escalation is the process of increasing the intensity, pressure, or scope of your campaign to achieve your goals. Starting with smaller-scale tactics and building up to bigger ones helps keep up your momentum and stops you from alienate your target or supporters. Here are some tips for planning and implementing effective escalation strategies:

- **Set clear milestones:** Establish milestones for your campaign that indicate when escalation may be necessary. This can include deadlines for achieving specific objectives or reaching a certain level of support.
- **Monitor progress:** Regularly assess your campaign's progress and evaluate the effectiveness of your tactics. If your campaign is not progressing as expected, consider whether escalation might be necessary.
- **Diversify tactics:** As you escalate your campaign, introduce new tactics that complement and build on your existing efforts. This can help maintain momentum and keep your audience engaged.
- **Communicate your escalation strategy:** Be transparent with your supporters and stakeholders about your plans for escalation, explaining why it's necessary and how it will help achieve your goals.
- **Maintain a focus on your objectives:** As you escalate your campaign, stay focused on your goals and ensure that your tactics and escalation strategies remain aligned with your objectives. Avoid getting side-tracked by unrelated issues or conflicts.
- **Be adaptable:** Escalation strategies should be flexible and responsive to changing circumstances. Be prepared to adjust your tactics and approach as needed to respond to new developments or challenges.
- **Evaluate the risks:** Before escalating your campaign, assess the potential risks and consequences, including legal, reputational, and safety concerns. Ensure that your escalation strategy is well-planned and takes these risks into account.
- **Maintain ethical standards:** As you escalate your campaign, maintain your commitment to ethical principles and avoid tactics that could harm your cause or alienate your supporters.
- **Learn from other campaigns:** Study successful campaigns that have escalated their efforts effectively and draw on their experiences and lessons learned to inform your own escalation strategy.

Remember, mastering campaign tactics and escalation is an ongoing process that requires continuous learning, adaptation, and improvement. Embrace the art of tactical planning and escalation, and harness their power to make a lasting impact in your community and beyond.

Have questions or need further support?

- Contact Sophie, the activism programme coordinator at sophie.l.birch@durham.ac.uk.
- Book a planning session or check-in session here to receive advice and support with your campaign: [Book time with BIRCH, SOPHIE L.D.](#)
- For more information visit [Campaigns @ Durham SU](#)