

12 steps to a successful campaign

1 Listen

Set up a listening post to observe what your target community is discussing. Engage before asking for support.

2 Set clear goals

Define the goals you want to achieve and determine the metrics you want to measure to see how your campaign is doing.

3 Define a clear theme

Boil down your cause to a strong single sentence. Compare with others, like Vittana: Help anyone go to college.

4 Tell a personal story

Make an emotional connection with readers by telling a compelling personal story. Use videos or photos to achieve maximum impact. Make us *feel*.

5 Create lightweight media

Don't depend on media that requires professional production. Use Flips & similar devices. Create photo narratives.

6 Create a clear call to action

Inspire people to act with clear, motivating steps. Keep it simple. Ask strangers if they understand what you want them to do.

7 Create a conversation hub

Where will you engage with your current and potential supporters? You need a blog or a high-value platform.

8 Consider a mobile component

With limited resources, you have to decide where to apply them. Mobile and text2give could be effective for some campaigns.

9 Find your champions

Use your listening post to identify high-value influencers for your cause. Establish a rapport and only then reach out. Scope out Twitter Lists focused on your cause.

10 Use immediacy

Use headlines: Play off current events that people are already talking about. And use deadlines: Set a hard stop date for your campaign to prompt people to act.

11 Generate an Attention Wave

Turbo-charge your campaign by enlisting your supporters to spread the love. Use social plug-ins and "social love handles."

12 Key off of offline events

Use online activities, including tweet-ups or contests, to spur supporters to attend real-world events where you can form a deeper connection.

