

Campaign Planner

CTA have put together this campaign planner to help you to make the most out of #CTWeek23. Whatever your budget or capacity, there are ways you and your passengers, staff, volunteers, and local community can get involved.

1) WHAT IS THE PURPOSE AND DESIRED RESULT?

Establish your campaign goals. Start by listing your organisation's overall goals. Then, align your Community Transport Week campaign goals with them. Your #CTWeek campaign goals should support your organisation's mission and state a clear result that benefits your organisation, and, ideally, the CT sector at large.

Sample goal: To raise awareness of CT recognition within [insert city] or [insert an area in a city].

2) WHAT IS YOUR BUDGET?

If you're working with a modest budget as many charities do, it's important to be mindful of this early in the planning process. Social media can help achieve big results on a tight budget, as can using the power of word of mouth.

3) WHAT IS YOUR OBJECTIVE?

Your objective should be SMART: specific, measurable, attainable, realistic and time-sensitive.

Sample objective: To decorate all our vehicles with the #CTWeek brand, give a travel discount for one day during the week and host a cuppa event for at least 15 of our passengers and partners to celebrate our work in Community Transport.

4) WHAT WILL BE YOUR STRATEGIC APPROACH?

What will drive your objectives and goals? It's important to consider emerging issues, trends, and information within the CT sector and beyond, that may impact your campaign.



Sample strategic framework:

INSPIRE:

What activities will inspire increased support and recognition of your CT during the CT Week?

IMPACT:

What should be done during the CT Week to increase awareness and recognition of your CT's impact?

CELEBRATE:

How can we effectively celebrate the impact of CT during the #CTWeek?

5) WHOM ARE YOU TRYING TO ENGAGE?

Think about the demographics and characteristics of your primary and secondary audiences. Who are you trying to reach, and what's the best/most cost-effective way of getting your message in front of them? Consider how comfortable they are using technology. Some key audiences to consider are your staff, passengers/ members, volunteers, financial supporters & funders, local authorities, and people who influence these audiences.

6) WHERE AND HOW CAN YOU ENGAGE THEM EFFECTIVELY?

How can you best reach your target audiences (online and in person)? How can you engage them while driving your intended objective and goals? Do you need to print flyers and tag in public places? Is social media better?

7) WHAT DOES SUCCESS LOOK LIKE?

Your vision of success ties in with your campaign objective. Determine how and when you'll measure and report on success.

Please remember to use the hashtags #CTWeek23 and tag CTA on [Twitter](#), [Facebook](#) and [LinkedIn](#) in all your posts!



Worksheet

Your organization's goals (mission-driven and results-oriented)

1. _____
2. _____
3. _____

Campaign goals (aligned with your organization's goals)

1. _____
2. _____
3. _____

Budget £ _____

Campaign objectives (SMART: Specific, Measurable, Attainable, Realistic, Time Sensitive)

1. _____
2. _____
3. _____

Strategic considerations (your approach to drive your objectives)

1. _____
2. _____
3. _____

Key Audiences (Primary, secondary, other)	Core Messages (what do they need to know and how can they take action?)	Tactics (Where and how can you engage most effectively?)	Measurement (What does success look like?)

