



Planning a Campaign

Key Questions:

1) STEP #1 – Picking a location

- Why am I going to hold a campaign in this village?
- Who do I need to speak with to get permission to organize a campaign?
- Why am I doing a campaign for these people?
- On this day?
- At this time?
- At this location in the village?

2) STEP #2 – Promotion and Publicity

- What marketing strategies and publicity techniques am I going to use to advertise the campaign?
 - Mayor
 - Church (priest)
 - Organization
 - Friends
 - Friends of Friends
 - Radio
 - Fliers
- How much will advertising materials cost?
- When am I going to advertise the campaign?

3) STEP #3 – Day of the Campaign

- Am I ready to do the following.....?
 - arrive early and prepared with my products
 - display products that are clean, well organized, and have a good variety
 - to be active and to interact professionally with clients
 - divide the work between two community consultants
 - record the inventory and sales on the provided forms
 - offer complementary products (ex: glasses cases and chords, etc)
 - to give great quality service