

# Mobilising for a Nuclear-Weapons-Free Australia

A Toolkit for Raising Awareness in 2021

## Starting a Micro-Campaign

Keep your mobilisation efforts focused by organising your school or workplace around one common action.



A micro-campaign can be a great way to help the people in your community to take action to support the elimination of nuclear weapons. These campaigns are small and focus on tangible wins that are easy and exciting to rally around. Micro-campaigns can seem more accessible, making it easier to bring people together and scale your mobilisation efforts. By relying on the pre-existing networks found in your school or workplace, you'll be on your way to mobilising in no time.

This guide will walk you through the steps to launching your own micro-campaign.

- 1 Get people together**
- 2 Choose what you want to mobilise around**
- 3 Make a plan**
- 4 Define what success will look like**
- 5 Put your plan in action**

# 1 Get people together

Seek out people in your school, workplace, or existing networks who share an interest in eliminating nuclear weapons. Use the tools below to encourage others to join you in supporting a nuclear weapons-free world.

Tell people why you care about this issue. Use the [Storytelling Guide](#) to help you craft your story in a way that people can connect with.

Use the [No Nukes graphic](#) to create posters or signs to put up around your school or workplace.

Share your passion and encourage others to join you by posting on social media. Use the [Social Media Guide's](#) shareable messaging and graphics.

Once you've gathered your group, it's time to hold your first meeting. Use this meeting to introduce members to the issue and discuss what action you might want to take together.

## Tip!

Use the [No Nukes Trivia](#) deck as an icebreaker activity and share the [Learning Resources](#) to provide more information to your new group members.

## 2 Choose what you want to mobilise around

There are lots of actions your group can rally behind to support the elimination of nuclear weapons. Choose one that is accessible and exciting to your group.

To choose what you want to mobilise around, use the following template to build out your idea and starting thinking about next steps.

### **1. The problem we want to address is:**

What do you want to change? For example, "Our local council has not taken a stance on the elimination of nuclear weapons"

### **2. We will mobilise around the elimination of nuclear weapons by:**

What is your mobilisation action? What are you going to do? For example, "Getting our local council to sign the ICAN Cities Appeal"

**3. This problem continues to exist/hasn't been addressed yet because...**

What is the root cause of the problem that allows it to continue to exist? Why hasn't change happened yet?

**4. We can partner with...**

Are there other organisations, groups, or committees in your school, workplace, or community that could be an ideal partner?

**5. How would you describe your mobilisation activity to someone with little or no knowledge on the issue?**

## **3** Make a plan

Now that you have an idea for your mobilisation action, you'll need a plan to set it in motion. Use the template in the following pages to create your plan of action.

The questions are designed to help you think through your action idea and turn it into a concrete plan of action. Follow the instructions below to get started.

- 1. Make a note of the mobilisation activity you developed in the last step.**
- 2. Break down your activity in 1-3 goals that you hope to achieve.**
- 3. For each goal, list 1-3 things that will need to happen to reach that goal (your objectives).**
- 4. For each objective, write down 1-3 steps you will take to achieve those objectives (your tactics).**
- 5. Include what resources, partners, or tools you'll need or have access to for each objective.**

### **Example**

If your mobilisation activity is getting your local council to sign the ICAN Cities Appeal, one of your goals might be:

1. Finding a local council member to champion the cause

Two objectives might be:

1. Holding two information sessions with council members
2. Have a council member agree to introduce a motion on the matter

Objective #1 might have steps that include:

1. Contact the council clerk and/or council members to schedule information sessions on the topic
2. Create information slide deck for council members and send in advance

<b>Goal 1</b>		
<b>Objective 1</b>	<b>Objective 2</b>	<b>Objective 3</b>
<b>Steps</b> 1.  2.  3.	<b>Steps</b> 1.  2.  3.	<b>Steps</b> 1.  2.  3.
<b>What resources, partners, or tools do you need to take these steps? Do you already have access to them? Where can you find them?</b>		

<b>Goal 2</b>		
<b>Objective 1</b>	<b>Objective 2</b>	<b>Objective 3</b>
<b>Steps</b> 1.  2.  3.	<b>Steps</b> 1.  2.  3.	<b>Steps</b> 1.  2.  3.
<b>What resources, partners, or tools do you need to take these steps? Do you already have access to them? Where can you find them?</b>		



<b>Goal 3</b>		
<b>Objective 1</b>	<b>Objective 2</b>	<b>Objective 3</b>
<b>Steps</b> 1.  2.  3.	<b>Steps</b> 1.  2.  3.	<b>Steps</b> 1.  2.  3.
<b>What resources, partners, or tools do you need to take these steps? Do you already have access to them? Where can you find them?</b>		

## **4 Define what success will look like**

Keep your eye on the prize. Defining early on what a successful micro-campaign looks like will help keep you and your team focused on what's important. Success can look like a lot of things. It can be reaching certain metrics around visibility or engagement, or it can be speaking to one particular person, like a local council member.

You've already set goals, objectives, and steps to push your plan forward, so let's revisit the big picture to set your definition of success and identify any risks that might stand in your way.

**We will know our mobilisation activity is a success when...**

**What risks or blockers might stop us from achieving success?**

**Which of these risks can we control? Which can't we control? What steps can we take to mitigate these risks?**

## 5 Put your plan in action

You've come up with an exciting and engaging mobilisation idea, and you've broken it down into objectives and steps to take to put it in motion. Now it's time to put the plan in action.

- Using the steps you developed in section 3, assign roles with your team to share the responsibilities.
- Use a shared calendar to set a schedule with deadlines for each step or major milestone to keep your project on track.
- Hold regular meetings throughout your micro-campaign and adjust your objectives and steps as needed - campaigning should adapt to your current circumstances.
- Don't forget to celebrate the little wins.

### **Reminder!**

Even micro-campaigns can be hard work. Remember to check in with your team members regularly and take steps to support each other and make sure you're heard. Starting meetings with group check-ins and creating space to openly discuss the ups and downs of running a micro-campaign together will help make you stronger as a team.

**Congratulations, you've made a plan.  
Get your team together, celebrate the  
launch of this exciting micro-campaign,  
and start mobilising.**