6 ELE	MENTS OF OPEN CAMPA	
	How can you open up your campaign or strategy for wider ownership, leadership, and participation? Here are six elements to consider:	
STAFF	Who conceives of the campaign or project — staff, or individuals outside of the organisation?	PEOPLE
READ	Access To what extent can people make unique contributions to a project's strategy or design? Can participants influence its shape and trajectory (write) or is the strategy predetermined (read only)?	WRITE
CENTRALIZED	Decision Making Do participants have agency in how to implement their project/campaign (distributed) or does the organization maintain overall control (centralized)?	DISTRIBUTE
CONSISTENT	Are tactics consistently applied everywhere, or is there space for local or individual creativity?	CREATIVE
INDIVIDUALS	Acting as Are people acting completely on their own, or does the organisation facilitate connections with others? How much professional support do people / their ideas receive?	NETWORK
MOMENT	Is this effort focused on a particular moment (e.g. day of action), or a longer sustained effort (e.g. community or local group organising)?	SUSTAINED

