## **6 ELEMENTS OF OPEN CAMPAIGNS**

How can you open up your campaign or strategy for wider ownership, leadership, and participation? Here are six elements to consider:

STAFF

**Initiated by ...** 

Who conceives of the campaign or project — staff, or individuals outside of the organisation?

**PEOPLE** 

WRITE

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)?

**CENTRALIZED** 

**Decision Making** 

Do participants have agency in how to implement their project/campaign (distributed) or does the organization maintain overall control (centralized)?

CONSISTENT

**Diversity of activities** 

Are tactics consistently applied everywhere, or is there space for local or individual creativity? **CREATIVE** 

**NETWORK** 

DISTRIBUTED

**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?

MOMENT

**Duration** 

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**