

A Campaign Toolbox

The toolbox consists of a range of types of actions that can be taken to further a political campaign – each is used for a particular purpose depending on what you are trying to do, though some have multiple uses. (Note: these tools are for use after the policy research and development is done. When you know what you want, you need a strategy to make that happen and the choice of tools depends on the strategy and where you are in the process).

Direct to Politicians	Parliamentary Processes	Executive, Regulatory Processes	Public Communication	Mobilisation	Legal Action	Direct Actions
Formal Lobbying - Letters to Mins/MPs - Phone Calls - Meetings Social Media - Direct Messages - Tagging threads - Sharing MP posts Relationship Building - Being where they are - Invite them to events - Recognising their work Third-party lobbying - Influencers - Local constituents	Question in Parli - On Notice - Without Notice Petitions Grievance/Matters of Interest Speeches Motions in Parliament Parli Research & Leg Drafting Legislation - Moving - Amending Regulations Dis-allowance Motions Back & Cross-Bench letters	Direct lobbying of - Regulators - Dept Heads - Policy Officers External Support for Their Internal Goals Using formal reporting/complaint processes Submissions to Consultation Processes Sitting on/lobbying Formal Committees FOI Requests Admin Review	Campaign Materials - Reports - Fact Sheets/ Briefs - Infographics - Website - Soc Media Livery - Clothing & Trinkets - Stickers - Case studies - Posters - Pamphlets Correspondence - Letters/emails/calls - Newsletters/ bulletins – yours & other people's - E-signatures, messages Social Media - Posts - Hastags - Advertising - Blog - Campaign	Social Media Mobilisation - Petitions - Photo Messages - Sign-on letters - Calls to Action - Fundraising Seminars - Experts - Stakeholders Establishing Campaign Group Education & consciousness raising work Stalls & Fairs Public Meetings Forming Alliances of Groups	Legal Threats Legal Cases - Setting law - Challenging govt laws - Challenging decisions Litigation Against Corporate Wrong-doers Defensive Cases Calling for/ evidence to Royal Commissions Legislative Instruments - Protection listings	Physical - Pickets/ Blockades - Monkey Wrenching - Digital hacking/ disruption - Guerrilla Gardening - Occupying Seize State Power Cooperatives/ Mutual Aid Service Provision

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• Backbenchers Database campaign action Setting up media queries Targetted demonstrations Election-Specific • Marginal seats • Report Cards • Running Candidates • Door-knocking • Candidate Public Meetings • HTVs • Polling booths • Core flutes • Photo opps	Committees – establish/ respond • Standing • Select • Bill-specific • Estimates Establish and work with parliamentary champions Cross-party Parliamentary Groups Attend parliament galleries “Do the numbers” Party • Brief Caucus/ Factions • Caucus Motions • Lobby Party Directors	Going Over Their Head	• Memes • Chats • Podcasts • Videos Trad Media • Letter to Ed • Opinion Piece • Media Release • Media Conf • Off-record Briefings • Stunts • Comments & talk back radio • Personal connections Establish new media Commercial Advertising • Radio/TV/print • Billboards/cinema Celebrity Support Culture jamming • Statues, images, places • Social media	Motions/Voting in NGOs, Unions, Local Govt, etc “People’s Inquiries/ Parliaments” Small Actions & DCs Rallies/Marches Long Actions • Walks • Vigils Events/ Concerts/ Shows Boycotts/ Consumer Actions New/ alternate organisations Industrial Action		

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	• Lobby Branches/Internal Motions • Attend Party Events • Donations		Direct Communications • Banner drops • Street Theatre • Sit-ins & disruptions • Pollie Shadowing • Flashmobs & Choirs Surveys & polling Research/ Campaign Launch Events Statements of Experts - Comments Annual Day/ Action Hansard Tracking			