



**AD001: Campaigning for Success:
Research and Planning**
Self-Paced Course
Availability/Schedule: Ongoing

Course Syllabus

Course Description

Effective animal advocacy is based on thoughtful planning that considers available research and the attitudes of citizens and public agencies. It requires an understanding of all stakeholders, how behavior changes occur, and past work on issues. Designed for individual animal advocates or those working with small groups, this course will give you basic tools and understanding to join the movement to confront cruelty through campaigning. You'll gain skills for assessing a campaign and prioritizing tasks before devoting scarce time and resources.

This is a self-paced course in which students have 90 days from the date of registration to complete. All readings are provided in the course or the student manual. It should take you approximately three to five hours to go through the required material and take the test. Additional time may be spent exploring optional readings.

Prerequisites: There are no prerequisites for this course.

Learning Outcomes

By the end of this course, students will be able to:

- Understand the process of identifying campaign targets and relevant audiences
- Understand how to research and create behavior change with audiences such as the public, companies, government agencies, elected officials, and even the opposition
- List and define basic animal welfare campaign strategies such as litigation, legislation, and public education
- Define and give examples of the opportunity costs of a campaign
- Explain the 4 P's of Social Marketing
- Identify the keys to an effective strategic campaign message or positioning statement and effective campaign materials

Ensuring understanding of the material

Course Exam A 20-question exam is worth 100 points. <i>You may take the exam up to three times. A score of 70% or higher indicates sufficient understanding of the material.</i>	100%
	100%

Required Readings and Course Materials

All readings are provided in the course, including The HSUS guide, *Effective Advocacy for Animal Protection: Research and Planning*. Lesson chalkboards reviewing the material are also required. Corresponding Student Manual activities are strongly encouraged to process and make practical use of course concepts, but are not required.

Policy Statements

Code of Academic Integrity: Academic integrity is a necessary foundation in a learning community and is expected of all HSUS faculty and students. The Code of Academic Integrity insists that all academic pursuits are honest, fair, trustworthy, respectful, and responsible. Violations to this code include cheating, fabricating, facilitating code violations, and plagiarism.

COURSE OUTLINE

Welcome chalkboard

Introduction

- Introduction chalkboard
- Video: "Excerpts from The Activists: A Portrait of Animal Rights Activist Henry Spira" (optional)
- Video: Pennsylvania: Say No to Pigeon Shoots (optional)

Lesson 1: Researching and Developing a Strategy: Laying the Foundation

- Lesson 1 Reading: Part 1 of *Effective Advocacy for Animal Protection*, beginning with "Researching and Developing a Strategy" on p. 5 through "Assessing Your Strengths and Weaknesses" on p. 15.
- Lesson 1 Review chalkboard
- Lesson 1 Student Manual activities (optional)

Lesson 2: Getting Organized: Picking a Strategy

- Lesson 2 Reading: Part 2 of *Effective Advocacy for Animal Protection*, beginning with "Getting Organized" on p. 17 through "Constructing a Strategic Message" on p. 25.
- Lesson 2 Review chalkboard
- Lesson 2 Student Manual activities (optional)

Lesson 3: Getting Your Show on the Road

- Lesson 3 Reading: Part 3 of *Effective Advocacy for Animal Protection*, beginning with "Campaign Materials" on p. 26 through the Conclusion on p. 35.
- Lesson 3 Review chalkboard
- Lesson 3 Student Manual activities (optional)
 - Creative Strategy Document worksheet
 - Campaign Action Plan worksheet
- Copywriting Tips for Beginners – web link (optional)
- Sample Press Releases from The HSUS – web link (optional)
- Tips for Writing Letters-to-the-Editor – web link (optional)
- Sample Letters-to-the-Editor on fur and circuses – web links (optional)
- Tips for Creating Talking Points – web link (optional)

Course Exam

Course Certificate

Suggested resource – HSUS District Leader Program