

Documenting Your Campaign

As you get your campaign underway, it is crucial that you document your campaign to catalogue the actions you've undertaken, the people involved, and your successes and challenges. As you recount the story of your campaign's successes, as well as the challenges you've faced in doing this work, having documented your work all the way along will facilitate this. It is also crucial for fundraising purposes. And, you will help to grow the movement by sharing the steps you undertook and your campaign's major accomplishments. Here are a few ways to consider documenting your campaign:

1) Invite campaign volunteers to write brief updates about campaign activities and events

- Share these with campaign supporters and allies on email.
- Consider sharing through Facebook, twitter and other social media.
- Think about whether to start a newsletter.

2) Take pictures at every event and activity

- Ask volunteers who is interested in photographing activities and events.
- Share the photos with your network.
- Consider starting a photo album.

3) Keep a press clippings file

- Save hard copies of all press clippings about your campaign.
- PDF the articles and save electronically as well.
- Frame select clips and place around the campaign office.

4) Take video footage of key events such as hearings

- Ensure key events such as hearings are videotaped.
- Post hearing testimony on youtube as a record.
- Create short testimonials to capture participants' reactions to events.

5) Organize a documentation file

- Start a hard file in your office of all of the above listed items.
- Keep electronic files of photos, videos, press clips, articles and other documents.
- Make duplicate copies and maintain a list of everyone involved.