

How to

learn from your campaign and share that learning and experience

So, you've run your campaign – what are you going to do next? Well, you could launch straight into the next campaign, you could give yourself some time off to rest and recover, or you could look back at the campaign you have just finished to see how it went and what you can learn for the next one.

We'd suggest you take the look back route as learning from what we have done leads to better, more effective, campaigns in the future.

It's a good idea for everyone involved in the campaign to sit down together and look at what worked and why, what went wrong, what you wish you'd done and what campaign ideas and activity will work again.

Look back at any events you've organised. Did you get plenty of people to turn up, do you think you advertised it in the most appropriate places, what did people think of the meeting, how good were the speakers and would you use them again, how was the venue?

Look at how successful you were at getting positive media coverage for the campaign and how popular and informative the campaign materials you produced were.

Chances are you will have had good campaign ideas that you haven't used yet, make a note of them as they are never wasted and it's a good idea not to use up all your ideas at once. Think about other audiences that you haven't contacted yet – if you've been in touch with your local MP, why not think about contacting councillors, school governors, health trust boards and other decision-makers.

When you've finished discussing your campaign, why not share what you've learned with other people in UNISON. This is a good way for the union to build a database of campaign ideas and experience that will help us, as a collective organisation, campaign more effectively.

Who can learn from what you have done?

Lots of people in UNISON can learn from your campaign experiences.

Your branch

Tell members of your branch about your campaign, how it went, what you achieved. Demonstrating activity and success is a good way of inspiring more people to get involved – which will help you do more as a branch. It's also a good way of keeping the campaign on the agenda of branch meetings and is a way to involve members in learning about campaigning.

Your region

Keep your region up to date with what you are doing, how it went and what you have planned next. This is good as it will enable them to feed info into their database, to promote success in local and regional media and to put your information in newsletters and on web pages.

This will enable other branches in the region to learn from your experiences.

UNISON head office

We collect campaign information at UNISON head office for a number of reasons:

- to use in our media work to show that UNISON members are defending jobs and services
- to feature in our publications like U Magazine, In Focus and E Focus so that members in other regions and service groups can see what is happening on the ground and learn from it
- to enable the relevant service group to get a picture of what is happening in branches
- to use on our website and as examples when we contact politicians and opinion-formers. We also use this information when we are urging our campaign supporters to continue to take action, and to encourage new people to join the campaign
- to inform our UNISON staff who have volunteered to help with the campaign in practical ways
- to feed into our information hub and to share with other unions and other organisations who may be wanting to support our local campaigns.

You can upload your branch campaign stories and pictures for our website and publications - see unison.org.uk/million/branch-news.php

You can feed information about your campaign activity and what you have learned to our information hub, press office and service groups.

Social networking sites

You can share your campaigning successes with others via the Million Voices Facebook page, or on Twitter and other sites.

And finally.....

Remember that we often learn more from our failures than our successes. Don't forget, share what didn't work as well as what did.

You can benefit if others share their good ideas – what worked in another branch may well work for you.