



*“Trust is the natural result of thousands of tiny actions, words, thoughts, and intentions. It doesn’t happen by accident, nor does it happen all at once. Gaining trust is work.”*  
- David Horsager, *The Trust Edge*

## **MODULE 2** | Preparing To Campaign





## Module 2

- **Introduction**
- **Strategy**
- **Video: Building Trust**
- **Competency Assessment 1 | Your Plan**
- **Competency Assessment 2 | Wordle**



# Introduction

The impact of social media on political or cause marketing tremendously influences the results of campaigns. How does a Social Media Specialist prepare for supporting their cause or candidate? How do you stay nimble, honest, and professional, and do it in real time? These are a few questions that will be answered during Module 2: Preparing for Your Campaign.

Even if you don't work for a political candidate, the same tools and techniques apply for a cause or non-profit campaign or promotion. The goal is to empower you to raise awareness by telling your story, raising funds, and finding new followers for the cause you are passionate about or a candidate you feel will make a difference.

Initially, success will depend on the development of a plan, a road map that can be followed and lead you to your ultimate destination. Secondly, the creation of the story, which brings people into your cause and determines whether they will be passive by-standers or active advocates. And finally, the discipline to execute the plan while remaining flexible enough to make course corrections when necessary.

Successful political and cause marketers listen to their audiences. They keep the plan in mind and don't get derailed by emotions or haters. They have learned to keep their eye on the prize (the goal or goals of the campaign) while developing a passionate, transparent and authentic strategy. A campaign handled with great integrity and character will ultimately result in knowing, no matter what the outcome, that you did your very best.