

WHAT DO YOU STAND FOR?

You're planning your campaign for a reason. Something about the issue resonates with you. It connects with ideals that you hold dear, values that motivate you.

Maybe those values are on the list below, or maybe another value is driving you:

SAFETY	COMMUNITY	BEAUTY	HEALTH
FREEDOM	FUN	TRUST	RESPECT
PROSPERITY	COMPASSION	LOVE	EXPRESSION
OPTIMISM	VISION	TRUTH	JUSTICE
EQUITY	SELFLESSNESS	GENEROSITY	CREATIVITY
EMPOWERMENT	WISDOM	COURAGE	INTEGRITY
HOPE	DIVERSITY	CULTURE	NATURE
PEACE	NON-CONFORMITY	EXCELLENCE	BELIEF
RESILIENCE	PASSION	EQUALITY	LEADERSHIP

1

Choose the 2-3 values that are propelling you to work on this campaign.

- If you're collaborating with a group, then choose these values together.

What motivations do you share?

2

Not everyone defines their values in the same way, so take a moment to *define* what these values mean to you.

- Again, if you're working with other people, give everyone the chance to define these values for themselves before you discuss and resolve on a common understanding.

3

Chances are, you're not alone in having these values. Brainstorm who else in your community are also concerned with justice, equality, truth, or whatever it is that you hold dear.

- These people or organisations need not already be involved in your specific issue – they just need to share one or more of your key values.
- Reach out to these potential allies, speak to them on the basis of your shared values.
- By explicitly defining your values, you've just found the common ground on which a successful campaign can take root and grow!