

# Campaign Case Study Guide

It is important to document campaigns so people can learn from them. Just as we have learned from the nonviolent campaigns of people throughout time and around the world, documenting our own struggles and stories may help people in other times and places. This guide, created for WRI's Nonviolent Social Empowerment case studies, can be used by an individual or group to determine the information needed to construct a case study of a campaign. This guide can also be used to remind us of what we need to consider in organising a campaign.

## Overview

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- Nature of the campaign/movement: What was/is the issue? When did it start/finish?
- Geographical and (brief) historical context
- Participants: Who (analysis of class, race/ethnic, gender, religious group, age, sexuality, ability, other) did this change at different phases of the movement?

## Chronology

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- Starting point
- Were there (have there been) distinct phases?
- Were there particular moments of expansion?
- What were the peaks?
- What were other key events?

## Nonviolence

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- Was there a public profile of wanting to avoid violence?
- Was this issue raised? Was there any decision how?
- Was there a declared public policy of nonviolence?
- If so, what was meant by nonviolence?
- Was there consensus around this? What kind of diversity was there around this?
- What measures were taken to implement a policy of nonviolence?
- Was the campaign seen as shifting the values of society more towards nonviolence?
- Were there particular sources of inspiration for types of action or ways of organising?

## Means

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- What use was made of official channels, lobbying, electoral processes, or constitutional mechanisms, and with what impact?
- How did you try to use mainstream media?
- What role or influence did it have?
- How did you try to develop or use your own public media or alternative

media? With what impact?

- Did your movement try to establish alternatives? What happened?
- What kind of means did you use to build a movement culture or sense of connectedness? To what effect?
- Did you use withdrawal of cooperation as a tactic? At what stage? With what effect?
- Did you try to directly disrupt or obstruct an activity you were campaigning against? At what stage? With what focus? With what participation? With what effect?
- How did you use conventional means of protest? How did you combine them with other methods?

## Organisation

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- Did the campaign/movement agree on a formal structure?
- What informal structures played an important role?
- Was the campaign/movement concerned with having a participatory structure of organisation and decision-making?
- How did the campaign/movement link with other groups/movements?
- What importance did it give to coalition-building? With what criteria for alliances?
- How did the movement address the needs of activists to learn, to grow, to rest, to sustain their commitment?
- How did the movement address the possible contradiction between the needs of security and the desire for participation?
- What kind of repression did the movement expect to face? What provision did it make to support the people most affected?
- Did the movement have a clear timeframe and concept of strategic development?
- How did the movement develop its resources (human, social, economic)?

## Goals and Outcomes

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- What were the campaign/movement's initial goals?
- How has its goals evolved? Why?
- Was it an aim to empower participants? In what way?
- How were the goals framed, e.g., with what type of slogan?
- Did the campaign/movement have the flexibility to revise goals, e.g., to respond to particular events or to build on success?
- How did the campaign/movement expect change from the institution holding power or those who 'benefit' from being dominant (e.g., to be converted, to accommodate some demands, to be coerced into accepting demands, to disintegrate/dissolve)?
- To what extent were short-, medium-, and long-term goals achieved?
- What were side effects(both positive and negative)?
- Did the adversary make any mistakes that significantly helped the campaign/movement's cause?

## Empowerment

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All the previous questions have some link with empowerment, but this concluding section returns to this theme with more focus. Answers need to encompass the dimensions of power within, power-with, and power-in-relation to.

- Who was empowered? to be or do what (to join in, to share responsibility, to take initiative, to maintain their activism)?
- What contributed to this sense of empowerment (e.g., training, group confidence, achieving strategic goals)?
- How did the experience of different phases of a movement affect the sense of empowerment?
- What about people involved who did not feel empowered? Why didn't they (due to external or internal factors)?
- How were strategies of empowerment discussed or constructed on the personal, group, and social levels?
- Was any participant/group disempowered and how? How did this affect the campaign?