



AWARENESS RAISING

HOW TO...raise awareness on a specific issue in your country?

See below our TOP TIPS to organize a powerful awareness raising campaign.

Because they are “virtual”, awareness raising campaigns can easily be transnational, regional or global. Awareness raising campaigns are particularly appropriate to build momentum on issues that affect citizens’ everyday lives.

Key steps to organize an awareness-raising campaign in your country include:

- Define your objective: what exactly do you want to achieve with your campaign?
- Who is your target audience? (government officials, hospitals, P&O and rehabilitation professionals, P&O patients/ users, the general public?)
- What are your key messages?
- Could you undertake this campaign in partnership with an organization and if so which one(s)?
- Identify which platforms/opportunities you could leverage to channel your messages. These include:
 - o Stakeholders online presence (websites, eNewsletters, etc;)
 - o Events and public manifestations
 - o Social media
 - o Press
- What communication channels/tools do you want to/can you use to deliver your message to your audience?
 - o Get a speaking opportunity at an event
 - o organise a presence (booth, give aways distribution, etc.) at an event

- ensure presence in partners newsletters and websites,
- ensure presence on Facebook and Twitter through regular posts (including key messages) and online community management
- organize presence as part of a public manifestation (demonstration, give aways distribution, etc.)

Note: we have designed the Gift of Life campaign, so that you can recycle messages and tools as appropriate. Feel free to use the Gift of Life logo and electronic banner for your emailings, Gift of Life key messages (translated in your national language for social media, etc.), the Gift of Life Infographic, etc.