

Campaign Plan

Climate Change Awareness Week

Theme: Building A Resilient Tonga

This a sample plan

Objective

- To raise awareness about climate change

Strategy

- Promote climate change issue during one week in the year
- Host events that will engage the public and the media on the issue of climate change

Framework

- Refer to appropriate JNAP 2/TCC Policy supporting

Campaign **Activities**

Activity	Sunday 18 September Prayer Ceremony
Audience	Diplomatic Corps, Cabinet Ministers, CEOs, NGOs, DPOs, JNAP Taskforce, Line Ministries, MEIDECC, Private Sectors
Message	God loves the earth
Detail	Prayer ceremony for DCC & stakeholders at the Anglican All Saint
Channel	Radio A37 TV Tonga livestream Venue – setup & decoration

Media Channel Activities

Channel	Activities
Press	Press Conference on Monday 19 September Full page ad in Taimi o Tonga newspaper
Print	A2 posters, A4 brochures & flyers
Radio	AM Radio 1017 ½ program on Monday, Wednesday & Friday FM Radio 90 ½ program on Monday, Wednesday & Friday
TV	TV Tonga ½ program on Monday, Wednesday & Friday
Website	Daily news coverage of week events
Social Media	Facebook, Youtube, Instagram posts
SMS	1 SMS per day to all Digicel & TCC subscribers
Billboard	Large size banner or billboard in Nuku'alofa

Campaign Activities **Timeline**

Date	Activities
Leading up to campaign launch	Approve Campaign Plan & Budget Brief CID staff Confirm production, radio & tv bookings Produce media assets Briefing for DCC staff
Campaign launch	Sunday 18 September followed by scheduled activities
After the campaign launch	Review and evaluate the week event Evaluation report

Communication **Scripts**

- Press Release
- Newspaper Ad
- Poster & brochure drafts
- Radio Ad
- TV Ad
- Radio & TV programs
- Website news articles
- SMS (text)
- Facebook, Instagram & Youtube calendar with posts

Campaign Budget

Item	Description	Duration/Frequency	Cost
Press Conference	Hosted at DCC for all local media	Monday 19 Sep	\$123
Newspaper Ad	Full page, Taimi o Tonga	1 week	\$123
Poster & brochures	A2/A4	500 copies	\$123
Radio Ads	30 secs	1 x 5 days	\$123
TV Ads	30 secs	1 x 5 days	\$123
Radio Program	30 minutes	1 x 3 days	\$123
TV Program	30 minutes	1 x 3 days	\$123
Website	Paid articles or ads		\$123
SMS	1 text to Digicel & TCC subscribers	1 x 5 days	\$123
Social media	Paid advertising	1 x 7 days	\$123
Other event costs	Admin & hospitality expenses	Per day	\$123
Total Budget			