

1) CampCamp Experience (Description)

1.1. Design and Planning Phase

Methodology Design

The methodology included the **Design Thinking** approach mixed with the **Lean Startup** method, which could be iterated throughout the process several times. Since teams were intended to work in an autonomous and self-organized way, we included **agile methodologies** and **facilitators** to ease the process.

Given that **the working environment** is of high importance to Wingu, it was necessary to create a workplace based on trust, sense of humor and the possibility to embrace mistakes, among other features, that would enhance the participants' creativity. Accordingly, the **Camp's manifesto** was written and shared among all participants during the presentation; and then it was exhibited in the work area.

CampCamp: Call and Advertising

Media	Audience	Moment
Newsletter/ mailing from Wingu	- Wingu's database	- first piece of communication - after the call is closed
Save The Date	- Participants from previous training courses on campaigns and data - Organizations dealing with gender issues - DAL's participants database	- first piece of communication - after the call is closed
CampCamp Website Link	- General public	- 10 days before the closing date
Facebook	- Wingu's Followers	- 3 days before the closing date - after the call is closed
Twitter	- Wingu's Followers and participants	- 1 day before the closing date - During CampCamp
Instagram	- Wingu's Followers	- During CampCamp

NGO's selection criteria

Themes	2 gender organizations 1 transparency organization 2 organizations on other issues Besides, campaigns could not be on fundraising.
Source	2 organizations from other provinces (ideally)
Previous knowledge/experience	Participation in any webinar on campaigns or subject knowledge .

Resources	Resources availability for executing the campaign
Size	At least one small organization for testing different results. <i>(We sought to check if, despite the lack of necessary resources, they could execute the campaign after attending CampCamp)</i>
Support from Management	Support for launching a campaign <i>(To assure that decision makers support the project and do not rule it out after CampCamp)</i>
Team's composition	2 members of each organization: one communication manager (for creating campaigns) and one decision maker (to ensure its approval and participation throughout the process)

Profile and criteria for selecting experts: creating multidisciplinary teams.



Experts' roles

Area	Roles
Technology and Data	<ul style="list-style-type: none"> - Analyze the data the organization is working on, understand the methodology for collecting data and suggest the most appropriate technological tools for creating the campaign; - Suggest new ways for collecting existing data and generating new data; - Mention references from the <i>tech</i> world that may be a source of inspiration. - Give other examples related to the use of data for communication.
Strategy	<ul style="list-style-type: none"> - Offer a comprehensive view of the campaign and focus on the expected results;

	<ul style="list-style-type: none"> - Check the interaction between all kinds of audiences/segments, taking into account the campaign's global nature and all its participants; - Consider details and possible failures in the campaign; - Acquire a general overview for developing digital campaigns and new strategies maintaining the coherence between the goal and the cause you are defending.
Creativity	<ul style="list-style-type: none"> - Think about the most innovative ways to communicate the idea; - Suggest a different and disruptive point of view of the matter; - Encourage all participants' imagination; - Help the team to play and not be afraid to seek new ideas.
Communication	<ul style="list-style-type: none"> - Create the best message by adapting its style and language to the intended target; - Revise the calls to action in all phases of the campaign; - Work on the slogan and the reasoning behind it; - Think of the most appropriate channels for each message. Make sure the language and format are adapted for each one.
Design	<ul style="list-style-type: none"> - Create a unique identity for the campaign; - Produce the communication pieces taking into account the campaign's message and applying the visual identity; - Pay close attention to the usability of the campaign in all media.

1.2 Implementing CampCamp

Sessions' goals and dynamics

Session	Goal	Suggested Dynamic
Day N°1		
1. Diagnosis	Understand the organization's communication situation.	Create a template with questions (which must be brought in with their answers). There should be space for adding new questions about the organization. It is important to write every questions on post-its.
2. Brief + Understanding the problem	Identify the problem and the target audience Draft the brief of the campaign: Inspiring but with a clear goal and scope.	Empathy map for detecting emotions and problems. Search for similar experiences 5 Whys Define the challenge: <target> need/s <need/motivation> because <insight>
3. Ideate	Encourage teams and participants to broaden their imagination and think outside the box. Generate a wide range of ideas from different quality and approach.	3 exercises: High-quantity Brainstorming: 633 (6 people, 3 ideas, 3 sessions) Blending; Magazines and Airplane
4. Filtering	Prioritize 3 or 5 ideas. Ideally, choose those ideas that have most potential and that are	First part to be defined within the team + feedback from experts Matrix

	different from each other.	+ drawings
5. Experts' validation	Validate the prioritized ideas. Ask strategists for their points of view. Ask for feedback to improve your proposal	5 workshops: 1) experts on technology and data, 2) creatives, 3) strategists, 4) sharks (who point out flaws in the campaign) and 5) groupies (who see all the positive features of the campaign). The organization's representative discusses with the workshops' members about the campaign and receive feedback from each area.
6 Strategy and campaign planning	Link together all the components of the campaign Identify the phases the users will go through. For example: Attention - Education - Involvement Develop main concepts	Define the process and the proposal's milestones Create a timeline and interactive activities with users Poster reflecting the strategy
Day N°2		
7. Campaign indicators and metrics	Introduce metrics (ZIGLA and Change.org) and design metrics to identify victories and defeats during the campaign.	Explain ZIGLA and what to bear in mind. Define indicators for each team.
8. Prototyping	Transform your ideas into a physical form to test them on potential users. This activity should be done quickly and roughly.	Prepare a first draft of your proposal Include key characteristics and flows to show the value of the proposal.
9. Interaction with the prototype + Feedback	Allow people outside the creative process to interact with the prototype. Write down needs or interests expressed by users. Collect feedback to suggest ideas for improving the campaign.	The person in charge of presenting the proposal should not disclose much information in order to test if the proposal speaks for itself.
10. Materialization	Develop and build the campaign and its final pieces. Include designs, texts, and all the materials that will be used throughout the campaign.	Teams with 2 creatives each to share ideas and make drafts. Polish and finish the pieces.
11. Adapting the strategic plan	Adapt the strategy using a <i>journey map</i> for all target audiences.	Write a document with the next steps for the campaign.
12 Presentation	Briefly present the final campaign so as to receive comments and critical questions that will make you reconsider some ideas and improve the campaign.	Write a summary of the campaign to share it with the other participants of Camp. This presentation will be 5 minutes long.

1.3 Scope and products of CampCamp



2) Learning and Opportunities

2.1 Launch, communication and advertising

- Since **the launch date was too close to Camp's date** (less than 3 weeks in advance), Wingu had to make alliances quickly to reinforce the advertising, and publish messages to support the call. In some cases, results were not as expected.

2.2 Call and selection

- Timing issues in communication and advertising affected the call since only a small number of organizations fulfill all requirements. Therefore, **it is vital that the dates for launch and advertising are separate enough in time** for ensuring an effective communication and call and for selecting the most appropriate candidates.

2.3 The experience at Camp

Sessions' specific duration

- Due to the Camp's specific total duration, **if one session turns out to be longer than estimated, the rest of the sessions will be shorter than expected. If you take too much time in the initial phase of diagnosis and brief, other sessions won't have enough time, increasing pressure for getting results in each phase.**
- If there is agreement on the Camp's duration (only 2 days), **organizations should previously work on the diagnosis and brief for the first phase (before the CAMP CAMP).**
- It is fundamental **to spend more time in the final phase**, which is the one that provides more added value.
- The order of the sessions **follows a logic and progressive sequence which is consistent and adequate.** On that matter, it is vital to bear in mind that **such order requires complying with intermediate goals to move forward the following phases** in order to create a high-quality Campaign at the end of the process. Delays, diversions or unfulfillments in intermediate sessions may drag on lack of definitions and disagreement. This could get the campaign bogged down and discourage the members of the team.

Facilitation, dynamics and clear communication and instructions

- Many teams **dragged on lack of definitions and gaps** from the first session. This situation affected the **effectiveness of the sessions** on Day N°2, especially those related to Prototyping. Less experienced participants were confused about what to do.
- It is fundamental that **the instructions of the activities are clear and accurate**. Therefore, we should communicate with the organizations and experts before Camp so as to clarify any doubts. **Naturally, communication during the event is also of high importance**.
- In that regard, we should offer NGOs an induction and contextualization process before the event to explain the Camp's approach, methodologies, sessions, and roles to facilitate and improve the effectiveness of the sessions and the experts' contribution.

2.4 Products and general considerations

- In general, we should highlight that, despite the setbacks, at the end of the event **all teams managed to present their Campaign plans**. This was **highly regarded** by all participants and experts, and everybody was **extremely satisfied** with the achievements. There were great expectations for continuing working on the plans and implementing them.
- However, it is necessary to **define more accurately specific goals and expectations** as regards the product for all teams, so that we can assess at the end of the Camp **the level of fulfillment and effectiveness**.
- In that regard, it is essential that the teams have more time for the last sessions of Prototyping and interaction to make **a comprehensive interpretation of the achievements** and to receive **constructive and fruitful feedback**.
- Everybody **was uncertain and confused as regards how matters would go on after Camp**, and what were the experts' and NGOs role and commitment afterwards. It would be convenient to define and communicate before the end of the event what **the next steps** are and what **to expect**, for efficiency purposes during Camp and the following weeks.
- The impact on all NGOs of the campaigns created at CampCamp is positive and the campaign is generally **supported by the whole organization**.
- Despite the fact that the organizations consider that these methodologies are appropriate, practical and useful, it would be **difficult for them to use them again** without any guidance.