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# How To Win Campaigns Communications For Change

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years. Your campaign communication may be carefully conceived all on its own but it will arrive as part of a compound mosaic of impressions and information received from many

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sources. Everything your organisation says or does, be it intended as communication or unintended, and anything said about it, will be added into the mental mix.

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Release new campaign materials, consistent with your project objective(s), at least once every 6 weeks. Recapture the target audience's attention by: Changing the wording of the text. Modifying the presentation through the use of new images and graphics, or utilizing a different message distribution source. 14.

## **Communication Campaign**

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