

planning a campaign with our cactus model

our minds
matter

You're always welcome to create your own school-wide campaign, but OMM strives to make things as simple as possible, so we have over 25 campaigns already prepared for you! You can access them on our club portal. We use the CACTUS model to explain how to plan, promote, and execute every school-wide campaign step by step, so read on for more info on how to use CACTUS.



concern

What's the topic or focus of your campaign? For example, maybe you want to raise awareness about something or encourage people to make new friends and increase the feeling of connection at school



tactic

How are you going to approach your concern? In other words, what will the campaign entail? Will you do a bulletin board campaign, have a presence at a resource fair, encourage folks to do activities during lunch, or maybe host a spirit week? The possibilities are endless!



audience

Who is the target audience for your campaign? All students, or just specific groups or clubs?



uplift

Now that you know the “what”, how are people going to find out about it? Will your club host a flyer-making session, share announcements on the morning news, or send a rep to promote at the end of classes? These can also help with general recruitment too!



community

Are there any folks in school you can collaborate with? Has your club heard of others doing similar work or sharing similar interests? When it comes to planning campaigns, it's important to share the load!



success

Setting goals is a great way to keep your club on track and help determine how you'll know if your campaign was a success. Maybe you'll know when 10 new club members join or by the amount of contributions added to a bulletin board you created.

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If you have a campaign idea not covered on OMM’s club portal, use this blank template for your own planning!

C concern

A audience

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S success
