

Here are some quick tips on how to build your own campaign. For this one we will focus on transphobia

1. **Start with a major systemic form of oppression that you want to end.** In this case, it will be transphobia.
2. **Focus on a specific issue is the form of oppression.** In this case it will be the disproportionate violence that trans* women of color and trans* femme people of color face.
3. **Create a list of specific foundational aspects within the issues.** In this case the list of aspect will be:
 - the lack of education about trans* issues
 - laws that deny legal recognition of trans* people
 - negative media portrayal of trans* women of color and trans* femme people of color
 - a lack of restorative justice systems
4. **Decide in what order you want to organize each specific foundational aspect, going from the easiest to organize around to the most difficult.** In this case the order will be:
 - lack of education about trans* issues
 - negative media portrayal of trans* women of color and trans* femme people of color
 - the lack of restorative justice systems
 - laws that deny legal recognition of trans* people.
5. **Once you find the first issue, create a goal (or goals) to address that issue. Also make sure to put them in order of what you would cover first. This will create a rough timeline.** In this case the first issue is the lack of education around trans* issues. The goals would be:
 - ensure cis people have knowledge around trans* issues
 - ensure trans* women of color and trans* femme people of color have knowledge about resources that can help them
 - creating a group or organization led by trans* women of color and trans* femme people of color that can continue to provide trans* specific education services
6. **Take the first goal and make a list of what steps that you think would achieve that goal.** In this case the first goal would be ensure cis people have knowledge around trans* issues. The steps would be:
 - to talk with trans* women of color and trans* femme people of color about what information is most important
 - find cis people who would initially be interested in learning more about trans* issues
 - connect with trans* organizations in your city

7. **Decide on what resources you would initially need to complete these steps.** In this case the resources would be:

- contact information for the people and organizations who would be interested
- meeting place to have at least one of these educational meetings.

8. **You just have created your first campaign. Make sure to review it.** In this case the campaign will look like this:

Issue	Goals	Methods
Lack of education around trans* issues	<ul style="list-style-type: none"> ● ensure cis people have knowledge around trans* issues ● ensure trans* women of color and trans* femme people of color have knowledge about resources that can help them ● creating a group or organization led by trans* women of color and trans* femme people of color that can continue to provide trans* specific education services 	<ul style="list-style-type: none"> ● to talk with trans* women of color and trans* femme people of color about what information is most important ● find cis people who would initially be interested in learning more about trans* issues ● connect with trans* organizations in your city

9. Repeat steps 5-7 for each of your first campaign until all your goals are completed. If your campaign is successful then repeat steps 4-7 for your next campaign.