

Celebrating Wins and Recovering from Losses

As your campaign is underway and you meet one or more of your goals, be sure to celebrate your success! It is crucial to take time to celebrate achievements along the way! Here are some ideas on how to celebrate and how to bounce back from campaign setbacks:

Celebrating Wins

1- Thank everyone involved:

Call, write a short email or send a handwritten note to everyone who was part of achieving your goal! A thank you makes people feel appreciated for their contributions and keeps people engaged and enthusiastic in the work!

2- Publicly recognize your supporters:

Consider listing your supporters on an email, newsletter or website thanking them for their contributions. You can also thank them publicly by tagging them on Facebook, Twitter, or other social media platforms. Write a short article about the effort and include brief quotes from some of the individuals involved.

3- Host a celebration:

It is crucial that we actually take time to celebrate success! We are sometimes so caught up in the work that we keep going without taking time to "smell the roses" so to speak. Planning a celebration can be fun and engaging and an opportunity to put your creativity to work.

4- Include a celebration in a regularly scheduled activity:

If your coalition meets monthly, include a celebration as part of the agenda. Bring a cake, cupcakes, or other snacks. Create space for participants to share stories of the success and recognize people for their efforts.

5- Document your success:

Take a photo of the celebration, the cake, and the people involved! Or record video of the event. Keep a list of people that were part of the effort and what they contributed. If time permits, write a short report capturing the success. These photos, videos and documents will help you to remember what you've achieved and also get you through the difficult moments when it feels like success is far away. You can also post these photos and videos to social media as a way to bring more people into the celebration and the campaign.

Recovering from Losses

- 1-** Communicate to the campaign members that you support them and that this isn't the end.
- 2-** Have one-on-one meetings to hear concerns.
- 3-** Pull folks together to share concerns, grieve, and regroup.
- 4-** After a few weeks have passed and the loss doesn't feel as bad, pull folks together to craft a new strategy, discuss what happened, what worked and what didn't; discuss what this will mean in terms of a change in strategy, and craft a new campaign plan.