

Checklist for larger local Nightlights campaign organizers

Organizing a campaign in your city involves above all a lot of communication. In order to ensure your success, we've developed the following checklist for local campaign organizers.

Before you start planning a local campaign, you should think carefully about whether a local campaign with many participants, a kick-off event, and group communication, is right for you. Alternatively, you can participate individually (see [website](#)).

✓ **You're sure you want to run a big campaign? Then here's your checklist:**

First step – as soon as possible!

Have you...

- not only interest, but also at least 1-2 hours per week to organize the campaign?
- already spoken with the Ruhr-University Bochum (RUB) team about your campaign organization plans?
- selected an area of focus to count streets in?
- checked that such a campaign is legal in your country?

Note that all data will be saved on servers located inside of the European Union.

✓ **You're ready to start planning your campaign!**

Plan the campaign – from now until end of August 2023

Have you...

- looked for other campaign planning team members (if you don't want to organize it on your own)?
- defined your goal (e.g. number of surveys) and established a timeline?
- arranged a date and time for a kick-off event (end of August or start of September), and confirmed it with the RUB?
- agreed with the RUB on dates and times for check-in meetings (every 2-4 weeks for 15-30 minutes)?
- chosen a system for informing local participants about the action (e.g. a Mailchimp list, Slack, blog, or WhatsApp group)?
- talked with RUB about campaign flyers for the participants to carry, and arranged a way for participants to pick it up from you?
- checked that any pre-defined transects for your city are correctly displayed in the app?

✓ **The team from RUB can support you with the following materials:**

- A **flyer** that can be shared before and during the campaign.
- A **webinar** about the scientific background of the project.
- An **online training (tutorial)**, that explains how to classify light sources and use the app.
- Example materials for preparing a local **press release**.
- Reflective **safety vests** for participants (for campaigns inside the EU customs area).
- Virtually **joining your kickoff event**.

Finding participants – from now until end of August

Have you...

- shared the information material with interested locals?
 - informed your city officials about your plans?
 - contacted local organizations that can support your campaign (e.g. conservation organizations, observatories or planetariums, schools, museums)?
 - contacted friends, colleagues, and other multipliers in the measurement area and invited them to take part or help find additional participants?
 - set up a mailing list or other channel in order to contact participants?
 - contacted the editors of local newspapers, radio, or individual journalists, and provided a copy of your press release?
 - (optional) contacted local organizations that provide event calendars, and asked them to put your event on it?
 - invited all interested volunteers to the kick-off event?
 - shared the link to the online tutorial with your participants, and informed the participants that they cannot take part until they have completed it?
 - informed the local police (or related local authorities) that during September and October people will be on the streets in teams using an app to count light sources?
- ✓ **The app protects personal privacy** according to European regulations. Participants should always count lights over transects that contain either no or else at least four households.

Running the campaign – September and October

During the measurement campaign, be ready to...

- distribute the flyers and (if applicable) safety vests.
 - regularly check the status of your campaign (how close you are to achieving your goal).
 - maintain contact with your volunteers, answer questions, provide updates, celebrate milestones, and (if necessary) look for additional participants.
 - Recommended: arrange an event at the end of campaign, in order to celebrate its success with your volunteers.
 - Optional: inform local media about the progress of your campaign.
- ✓ If your campaign goes as planned, then by the end of October **you will have achieved your goal**, and it will be time to celebrate!
- ✓ In case you notice in mid-October that you are far from reaching your goal, then make a plan together with the RUB team about how to go forward. Together, we will develop a sensible plan for revising your goal. The project should not be a source of stress, but rather be **enjoyable and inspiring!**

Contact us if you want to help organize a local campaign: nachtlichter@gfz-potsdam.de