

Steps to success	Key questions	Evidence
What was the campaign about?	What was the problem that was being addressed? Which communities did it involve?	People in Africa were being captured and traded by Europeans and taken to the Americas to be bought by plantation owners. Source 14 - Royal Gazette Source 16 - Olaudah Equiano
What was the goal of the campaign?	How has the community been improved as a result of the campaign? What was the 'vision for a better tomorrow'? Who ran the campaign?	Abolishing the slave trade prevented people from Africa being captured, sold and used as slaves by European traders and American plantation owners. Source 7 - Election Handbill
How did the campaigners become experts on the issue?	What information and statistics were available to support their position? How did they learn about both sides of the issue?	By collecting personal accounts from former slaves and former slave traders as well as gathering information about the trade itself, abolitionists were able to support their point of view. Source 16 - Olaudah Equiano Source 17 - Mary Prince
Was there a resource pool? Who were their allies?	Money may not have been the only resource! What skills and talents did they have? Who did they know that could help?	Josiah Wedgwood, the potter, joined the campaign and designed a medallion for Abolitionist campaigners to wear. William Cowper, the author, also wrote a poem. Both were able to raise the profile of the campaign. Source 2 - Wedgwood's campaign medallion Source 4 - A Negro's Complaint by William Cowper
Who were their opponents and what stood in their way?	Who were their opponents and why? What other issues may have been a problem for them?	Some individuals and groups wished for the slave trade to continue. Often, they had an economic interest in slavery - some owned plantations, others profited from the trade of goods, such as sugar, grown on them. Material published by these individuals and groups reveals an alternative point of view. Source 12 - A Planter's letter Source 13 - An economic defence of slavery
How did they plan for success?	Was there a leader or a campaign champion? Did they look organised? Was there a plan?	The first meeting of the Committee for the Abolition of the Slave Trade met on 22nd May 1787. The twelve members of the Committee realised that formal organisation was needed to raise the profile of the campaign. William Wilberforce, an MP, was recruited by the Committee to be the campaign's advocate in Parliament. Source 1 - Abolitionist Committee Minutes
What campaign tactics and media did they use to get their message across?	Which different media were used to communicate the campaign message? These might have included newspapers, posters, meetings, badges, events, cartoons and letters.	Supporters of the Abolition campaign were numerous. They included politicians as well as writers and artists. This meant that the message of the campaign was communicated in a variety of different forms. Source 2 - Wedgwood's campaign medallion Source 4 - A Negro's Complaint by William Cowper Source 6 - Brookes's diagram of a slave ship