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| **Campaign***What is it that you want to campaign about?* |
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| **Research***What evidence have you got to justify your campaign? –Or how will you get this?* |
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| **Team***Who will you work with? How will you find and motivate these students?* |
|  |

**Campaign Plan**

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| **Campaign Aim***Remember, campaigning is* ***not*** *about just raising awareness of an issue! Be specific and tangible* |
|  |
| **Action Plan***Break your campaign aim into 3 specific, tangible objectives. Each objective needs to be SMARTER (Specific, Measurable, Achievable, Realistic, Timely, Ethical and Responsible).* *Treat each list of actions like a practical to do list you and your team must complete in order to achieve each objective.* |
| **Objective** | **Actions** |
| 1 | *
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*
 |
| 2 | *
*
*
 |
| 3 | *
*
*
 |

**Turn over**

|  |  |
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| **Targets**Who has the power? You need to target your campaign at the person, or people, with the power to make the change, eg. MPs, Council, University Management | **Allies**Who will help you? Who has influence over your target? Constituents, voters, customers, shareholders? |
|  |  |
| **How are you going to measure your success?***Eg. Number of students surveyed, attendance at events,*  |
| *
*
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| **Develop your argument***Think about whether or not there could be any negative outcomes as well as positives ones. This will help you develop your arguments and campaign.* |
| **Pros** | **Cons** |
| *
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 | *
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| **Getting your message out***How are you going to promote your campaign?* *Eg. Press coverage, promotional materials, social media* |
|  |
| **Campaign Timetable** |
| **September** |  |
| **October** |  |
| **November** |  |
| **December** |  |
| **January** |  |
| **February** |  |
| **March** |  |
| **April** |  |
| **May** |  |
| **June** |  |
| **Accessibility***Consider where and when you hold meetings, is it in a welcoming and accessible place?* |
|  |