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

**Campaign Plan**

|  |  |
| --- | --- |
| **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 |  |
| 2 |  |
| 3 |  |

**Turn over**

|  |  |  |  |
| --- | --- | --- | --- |
| **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,* | | | |
|  | | | |
| **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** | |
|  | |  | |
| **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?* | | | |
|  | | | |