

Campaigning Guide



Keele



Using This Guide

Aims

The aim of this guide is to give you an introduction to campaigns, how to plan them, and how to deliver them.

Besides this guide, there are a wealth of resources and contacts which can support you in planning and running your campaign activities.

Campaigns can mean protesting, lobbying, signing a petition, activism, advocacy or policy work and there is many ways to do it!

Campaigns Are Important

Campaigning can have a few outcomes and can make a positive impact on you, students and the wider community.

Campaigns can be used to challenge institutional behaviors, or make a change to policies which govern us.

Many of the privileges we have today are a result of past campaigns

Actions You Can Do:

- Protest
- Postcard Campaign
- Public Meetings
- Petition
- Campaign Gimmicks
- Occupation
- Go to UGM
- Team Up With a Sabbatical officer
- Team Up With KPA



STEP ONE: ANALYSE THE ISSUE

Analysis



Strategy Development



Planning



Campaign, Delivery and Monitoring



Evaluation



Repeat until your campaign is finished!

- Identify the issue and how you're going to fix it.
- How long will it take?
- Is it actually achievable and do people care?
- Do you have the resources to carry it out? (People, Money, rooms)



Build a Team!

Surround yourself with people who have a vested interest in the campaign. The success to a good campaign is giving others ownership of the movement.

Recruit

Mates, societies, teams. Get them involved!

Delegate

Give tasks to people with the skills to do them.

Motivate

Rally your team and feedback positively on their work

Record

Keep a record of what everyone's been up to and what needs doing

Remind

Check in, and remind people of the goals.

Report

Talk as a team about how things are getting on regularly!

NOTES

STEP TWO: NAME THE BENEFITS

- outline whats going to change from your campaign and why its a good thing.
- Whats the overall goal of the campaign
- What good will come from it?
- Who benefits if you win?
- Is it worthwhile?

STEP THREE: PROBLEM AND SOLUTION

- Using the evidence from step 1 and 2, talk about the problem and how youll solve it.
- What is the root cause of the issue?
 - What is the solution to the issue?
 - Talk about experiences with the issue
 - What will change look like?
 - What impact do you want to see?
 - What are the key stepping stones?
 - Is it S.M.A.R.T?



“Keele SU are here to help with student campaigns, whether that be with funding or staff support!”

S.M.A.R.T Being SMART leads to good and successful campaigns

- Specific** Be specific about your goal, and have a clear defined objective
- Measurable** How will you measure the success, will it have a physical impact?
- Agreed Upon** Does everyone in your group agree upon the aims?
- Realistic** Is the campaign actually achievable or are you able to compromise?
- Time Based** What is the projected timeline for the event?

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STEP FOUR: EXPLAIN THE GOAL

Have a plan outlined for how you are going to make your change and deliver it.

- Have a clear defined aim
- Develop a campaign concept to frame the issue
- Explain what you want to achieve & how you'll do this.
- Fill out an action plan
- Use your SMART goals
- factor in the risk and potential for something to go wrong
- Get allies and supporters involved: Collaborate with local groups and national organisations

STEP FIVE: KNOW YOUR AUDIENCE

Research and engage with your audience. Listen to how they see your campaign.

- Do you know how to reach them?
- Do you understand their governance? (society, team or university)
- Actively go out and start conversation with your audience and get their opinions on the issue.

STEP SIX: PLAN YOUR ACTIONS

Choose what you're going to do and how you're going to do it.

- Brainstorm ideas of activities and tactics
- Choose actions which will reach your audience
- make sure your actions fit your purpose
- assign activities to team members according to skills and experience
- Buddy up where possible
- Pitch the message to your target audience

NOTES

CAMPAIGN COCK-UPS

There are a couple of cock-ups we can experience when we campaign.
Here's a list of some of the things which can derail a campaign.

UNCLEAR AIMS AND OBJECTIVES

ACTIVITY PLANNING HAPPENING BEFORE
OR WITHOUT SETTING AN AIM.

LACK OF EVIDENCE

GOING IT ALONE

TARGETING THE WRONG DECISION
MAKER

MESSAGES THAT PEOPLE DON'T CARE
ABOUT

NOT BEING CRITICAL OF HOW THE
CAMPAIGN IS GOING.

BURNING YOURSELF OUT



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STEP SEVEN: MONITOR & EVALUATE

During the life of and after your campaign, make sure you are monitoring and evaluating the levels of impact its having. This can ensure that your being reflective and meeting the goals you set for yourself. When the campaign is complete, critically think about the success and failures and how you've grown from these.

- Monitor to ensure you're on track
- Evaluate the impact you made
- Celebrate your successes

- Learn from your failures.
- Communicate what happened



Questions to reflect on:

- Whats currently going well and what should we continue?
- Whats going a bit mediocre and how can we improve?
- When we did something did it go to plan, or was it different?
- What would you do differently next time?

CONTACTS

Su Officers:

- Activites & Community Officer - Su.communityofficer@keele.ac.uk
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