

Campaign Planning Strategy

Campaign Leads

Decide on who is going to be the Campaign Leads. They could be supported by a team of interested students who are willing to give up time to the project but the Campaign should be led ideally by a Sabb and two Union Council Members.

Campaign Research

Campaign Leads should conduct research to develop an evidence base to highlight issues. This could be testimonies from those affected, or statistics from within the University or the HE Sector or it could be evidence from the NUS or an external Charity.

Campaign Ideas

Campaign Leads should identify key themes and ideas and then priorities these. Create an Action Plan and delegate responsibilities.

Campaign Format / Strategy

Campaign Leads should identify what kind of Campaign needs to be set up: Awareness Raising / Lobbying / Promotion / Direct Action. Develop a strategy: what do you hope to achieve, what are your objectives?

Campaign Plan

Campaign Leads should identify how the Campaign Strategy will be achieved. Develop the Action Plan. Identify key dates and milestone and how progress will be monitored.

Campaign Advertising

Comms. team support in advertising the Campaign and specific dates. Making full use of the Students' Union Website, Social Media and other outlets to drive interest and support.

Campaign Execution

Actions undertaken, this may be an event, protest, meeting, negotiation. Monitor progress throughout, take photos and document events.

Campaign Evaluation

Campaign Leads should evaluate the success and outcome of the Campaign. What worked and what didn't. Measuring the impact on students. Measuring the change achieved.

Campaign Success

Celebrate success and communicate achievement. Comms. Team to support in advertising the message post-Campaign. Making full use of the Students' Union Website, Social Media and other outlets.

