

Where do Campaigns come from?

Internal

External

Student petition receives 50 signatures from Union members - the topic proposed shall be discussed at the next Union Council

Student petition receives 200 signatures from Union members - the topic proposed shall be put through to a Referendum

Annual General Meeting

Board of Trustees

National Issue

University Issue

Community / Charity

Debates that are passed at Union Council, General Meetings or Referendum become Union policy

The NUS are running a campaign, the Government have introduced a new regulation, national crisis, annual events

The University have introduced a new regulation, Lobbying the University to make change, annual events

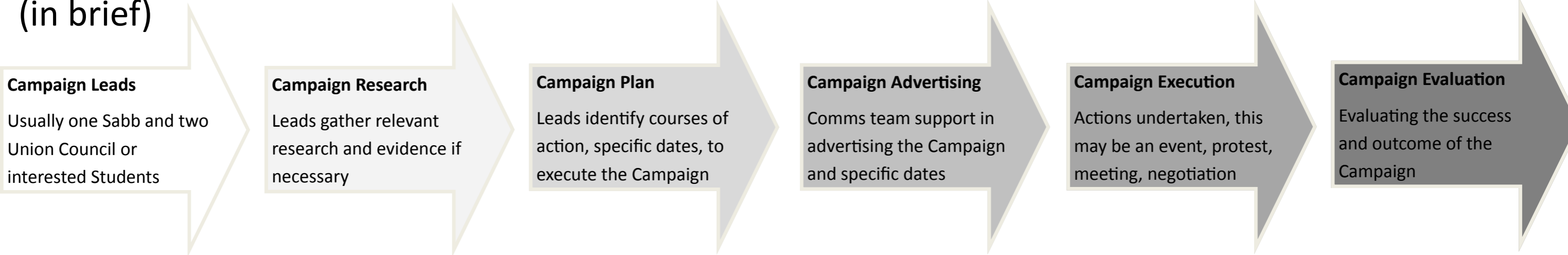
Local concerns or issues, international appeal for help, charity annual events / fundraising

Not all Union Policy will require active campaigning. Some policy will be a simple change that can be achieved without the need for a Campaign

Campaigns planning group will determine if the policy / issue / charity should be actively supported by the Union, if so a **campaign planning strategy** will be implemented



Campaign Planning Strategy (in brief)



Campaign Leads
Usually one Sabb and two Union Council or interested Students

Campaign Research
Leads gather relevant research and evidence if necessary

Campaign Plan
Leads identify courses of action, specific dates, to execute the Campaign

Campaign Advertising
Comms team support in advertising the Campaign and specific dates

Campaign Execution
Actions undertaken, this may be an event, protest, meeting, negotiation

Campaign Evaluation
Evaluating the success and outcome of the Campaign