



CAMP PAIGNS TOOLKIT



WHAT IS A CAMPAIGN?

According to the NCVO 'Campaigning is about creating a change. You might call it influencing, voice, advocacy or campaigning, but all these activities are about creating change.' Importantly it differs from 'raising awareness' because it has a tangible impact.



CONTENTS:

1. Identifying the Issue
2. Know your Targets and Sources of Power
3. Build a Community
4. Scale and Promote your Campaign
5. Reflect and Build
6. Extra Resources

HOW TO USE THIS TOOLKIT

Passionate about an issue? Want to make change but not sure how to start?

This toolkit is for you. It focuses on building collective power and how to create an impactful campaign either within university structures or further afield.

“ We are the change and the change is coming.”

Greta Thunberg



1

IDENTIFYING THE ISSUE

It's essential to have a clear understanding of the problem you are trying to change and what solution you want to see

PROBLEM TREE

The consequences

Roots, trunk, branches! Start by writing the problem on the trunk of the tree, under the problem write the root causes of the problem, above the problem write the consequences of it on the branches.



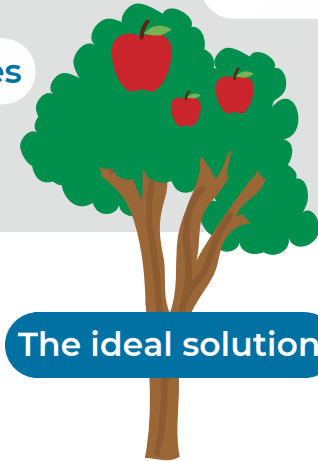
The problem

The root causes

Roots, trunk, fruit! Think about what would change the root causes, use the trunk to write down your vision and the fruits of the tree are the effects of the change.

SOLUTION TREE

Effects of change



The ideal solution

Things that would change the root cause

SMART Objectives

SMART OBJECTIVES

Specific - Who, what, why and how: think dates, statistics, etc

Measurable - Think about that tangible impact, how will you measure success?

Achievable - Is it possible with the resources and collective power you have?

Relevant - How widespread is the issue and who does it impact?

Timebound - What time restrictions do you have?

For example: 'We want anonymous marking at the university' is not SMART.

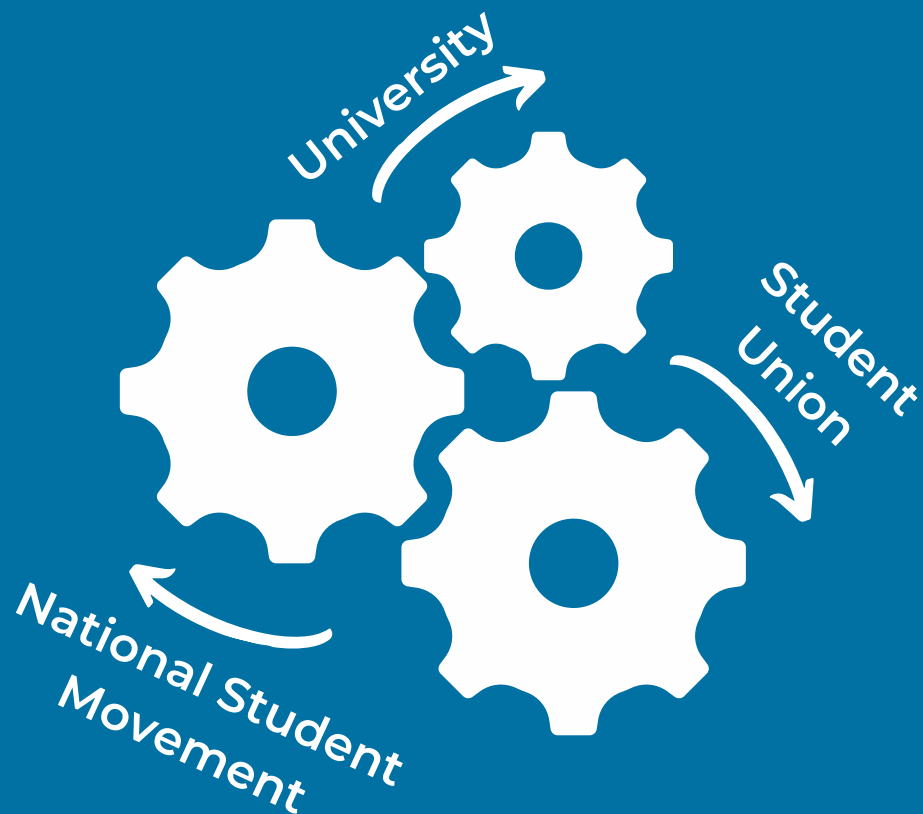
'We want 65% of targeted courses running an anonymous marking system by the end of the academic year 2021/2022' is SMART.

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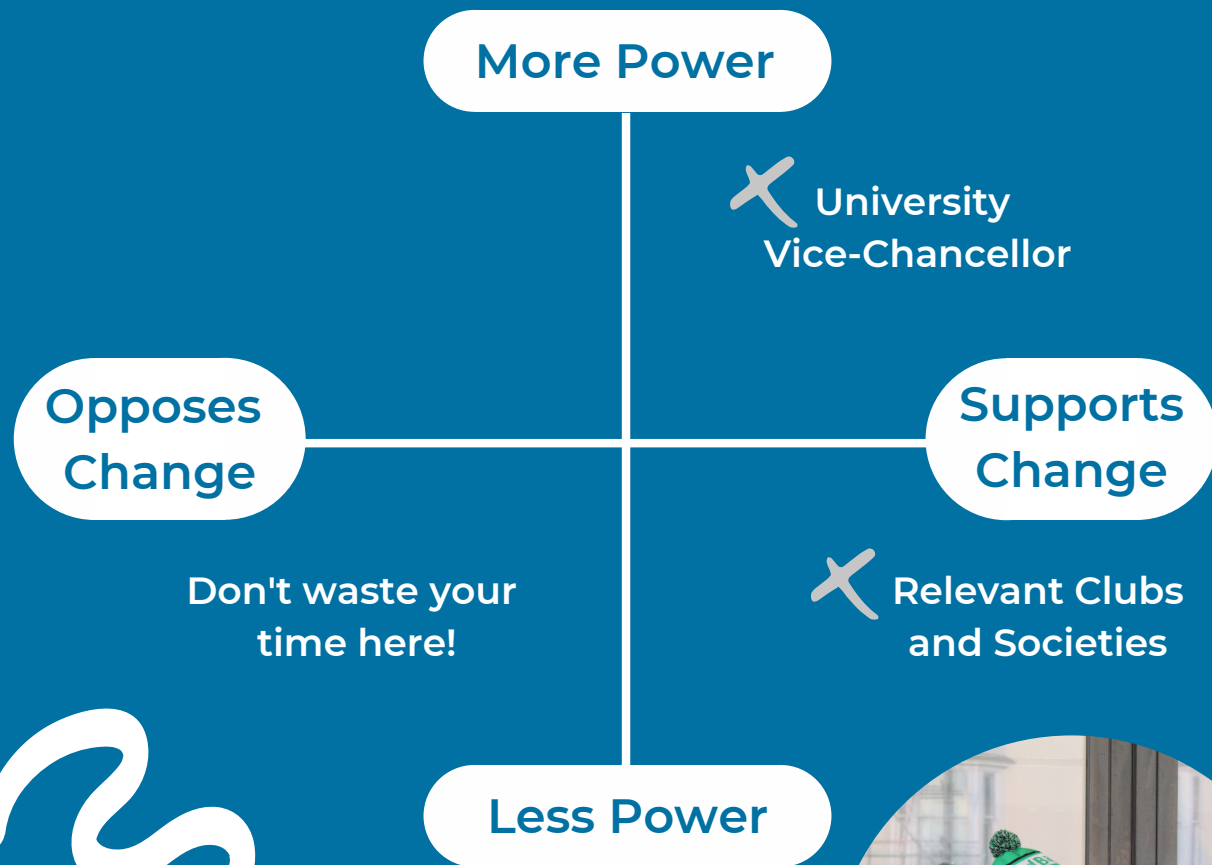
KNOW YOUR TARGETS & SOURCES OF POWER

Use Power Mapping tools to identify which sources of power you need to focus on for the greatest chance of success. Who are your allies going to be and who are your targets?

WHAT INSTITUTION(S) OF POWER DO YOU NEED TO FOCUS ON?



WHERE WOULD YOU PLACE KEY DECISION MAKERS?



It's easy as a student to feel powerless within university structures but don't forget about your personal power – strength isn't just structural and you have the ability to make a difference!



3

BUILD A COMMUNITY

A successful campaign has a dedicated team behind it

Think about friends of course but try and think a little wider too:

- Societies / Sports clubs
- Relevant courses
- SU Officers (volunteer officers and full time officers)
- Professors and/or personal tutors
- Your academic rep

RECRUIT

DELEGATE

Use the skills and experience of your specific team members.

Is someone studying maths and really good at Excel or is someone else a social media wizard?

RECORD

Take a note of who has agreed to do what and when.

How about a shared Googledoc so everyone in the team is on the same page?

MOTIVATE

Create achievable targets, encourage each other and celebrate the successes along the way.

- Organise weekly/monthly catch up meetings.
- Give shoutouts to team members who have worked especially hard.

REMIND

Even your most reliable team members might forget that Saturday morning meeting.

Continuous communication is key - how about a shared outlook calendar or a Facebook group?



4

SCALE & PROMOTE YOUR CAMPAIGN

Once you have created the foundations of your campaign its time to think about spreading the word and trying different campaigning methods!



WHAT METHODS CAN YOU USE ?

- Sit ins and Die ins
- Petitions
- Submitting an idea to Senedd
- Dance / Theatre performances
- Lobbying
- Protests
- Photography
- Comedy
- Murals
- Personal Stories
- Films
- Zines
- Workshops



SOCIAL MEDIA

Your Campaigns and Democracy Coordinator will help support posting on SU channels where possible.

Don't forget to ask permission before sharing someone's photo / opinions.

SU channels are bilingual, this means wherever possible posts should be in Welsh and English. The SU can support with translation but remember to factor in some extra time for things to be turned around.

BE PROACTIVE AND TALK TO STUDENTS!

- Think about open questions that will start a conversation rather than a yes/no answer
- Take all feedback seriously and remember those from liberation groups may have a different experience to you.



YOUR 1 MINUTE ELEVATOR PITCH TO STUDENTS

ANGER: Generate an anger response

HOPE: Explain how things could improve

ACTION: Encourage immediate action
e.g. sign a petition



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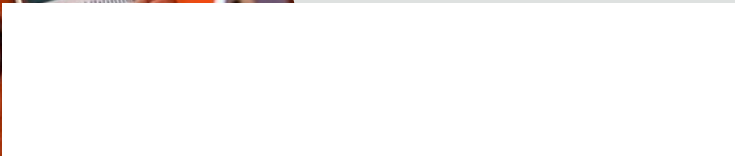
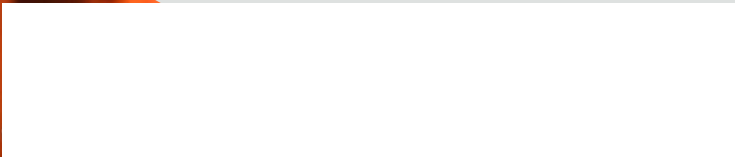

REFLECT AND BUILD

Be honest with yourself and your team

What's going particularly well?

Are there new targets or allies to consider?

THINGS GOING WELL



REMEMBER TO PRACTICE SELF-CARE

Rest is resistance - schedule time away from your campaign!

You can contact our Advice Team on union.advice@aber.ac.uk for extra support

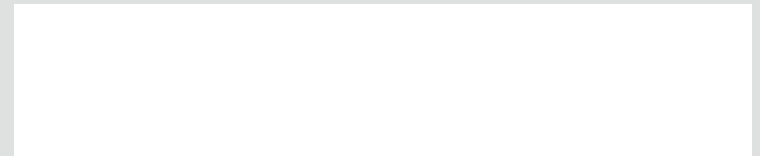
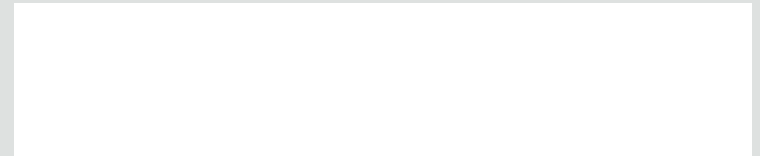
KEY MISTAKES TO AVOID:

1. Unclear aims and objectives
2. Planning activities before (or without) Setting an aim
3. Lack of evidence that there is a problem
4. Going it alone
5. Targeting the wrong decision maker
6. Messages students don't care about
7. Forgetting to reflect as you go along

What could you do differently next time?

How well are you sticking to your original timeline?

THINGS WE COULD TRY DIFFERENTLY



“Caring for myself ... is an act of political warfare”

Audre Lorde

EXTRA RESOURCES



ONLINE:

AberSU Campaigns Hub

<https://wonkhe.com>

<https://advocatesforyouth.org/wp-content/uploads/2019/04/Youth-Activist-Toolkit.pdf>

<https://www.ncvo.org.uk/policy-and-research/campaigning-policy>

KEY CONTACTS:

President of the SU: supresident@aber.ac.uk

Campaigns and Democracy Coordinator: suvoice@aber.ac.uk

To find your relevant Volunteer Officer | www.abersu.co.uk/changeaber/studentofficers/volunteerofficers/

If you require this guide in an alternative format please email suvoice@aber.ac.uk