

# CAMPAIGN

## PLANNING

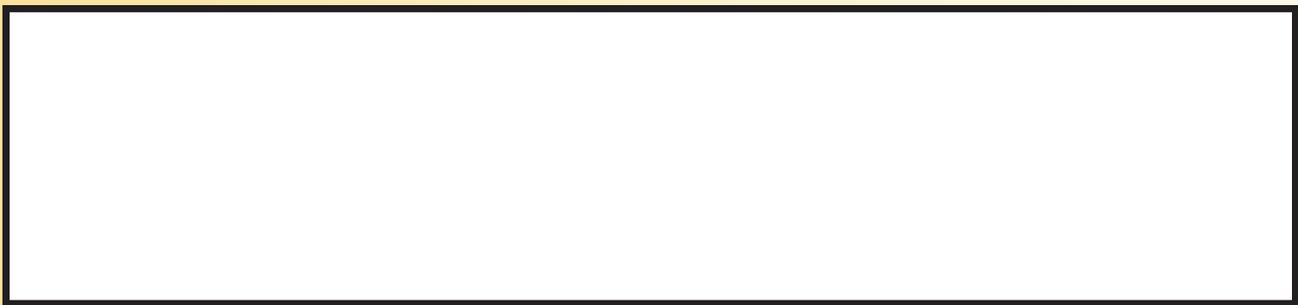


This is a campaign planning document. This guide is meant to open questions that would help you break down your campaign into specific, concrete goals. Please use this as a starting point when thinking through your campaign. If you are unable to complete the whole form, we encourage you write down a few bullet points as a starting point. If you are either stuck or feel like you've made a start but need a bit more support, please do contact the Inclusion and Campaigns Manager, via the booking system who will help guide you through the document.

**What needs to change and why ?**



**What results are you hoping to achieve ?**



**Is this a personal or a widely felt problem ?**



**Is the problem getting worse overtime ?**



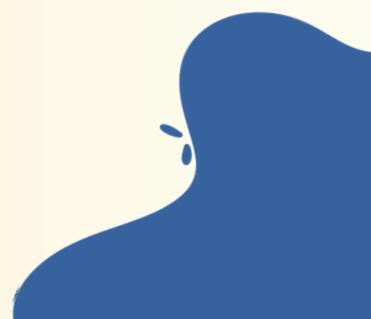
**What has been done to improve (or worsen) this issue so far?**

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**Is this a local, national, international, or university issue ?**

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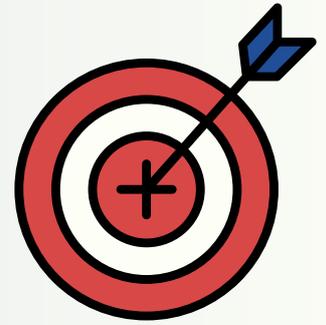
**What are the consequences of this issue ?**

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# SMART

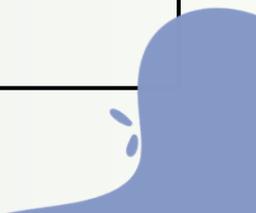


# TARGETS



<b>specific</b>	Are your targets clear and easily defined ?	
<b>Measurable</b>	Can you measure your success to understand whether you have achieved your goal ?	

<b>Achievable</b>	Are they winnable? If so, what makes you think that?	
<b>Realistic/ Relevant</b>	Are your targets related to your campaign?	
<b>Time-bound</b>	When is the end-date? Which milestones are important to the success of the campaign?	





# THE CONSEQUENCES

## TREE

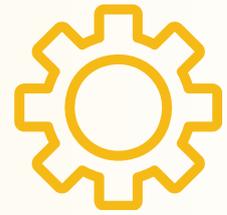


What might be the root cause of this issue ?

What might the effects of your vision be ?

# MANAGING

# CAMPAIGN

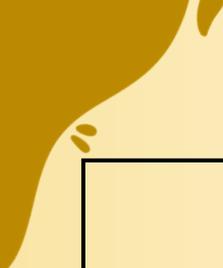


Leaders don't make the change happen alone. You'll need a campaign team with different strengths, skills and focuses to approach your campaign. Get your team interested and involved from the beginning stage, so they are invested in the outcome and its goals.

It is to you and your team on what roles you take on

<b>Name of role (e.g Campaign lead)</b>	<b>Description (what is expected)</b>




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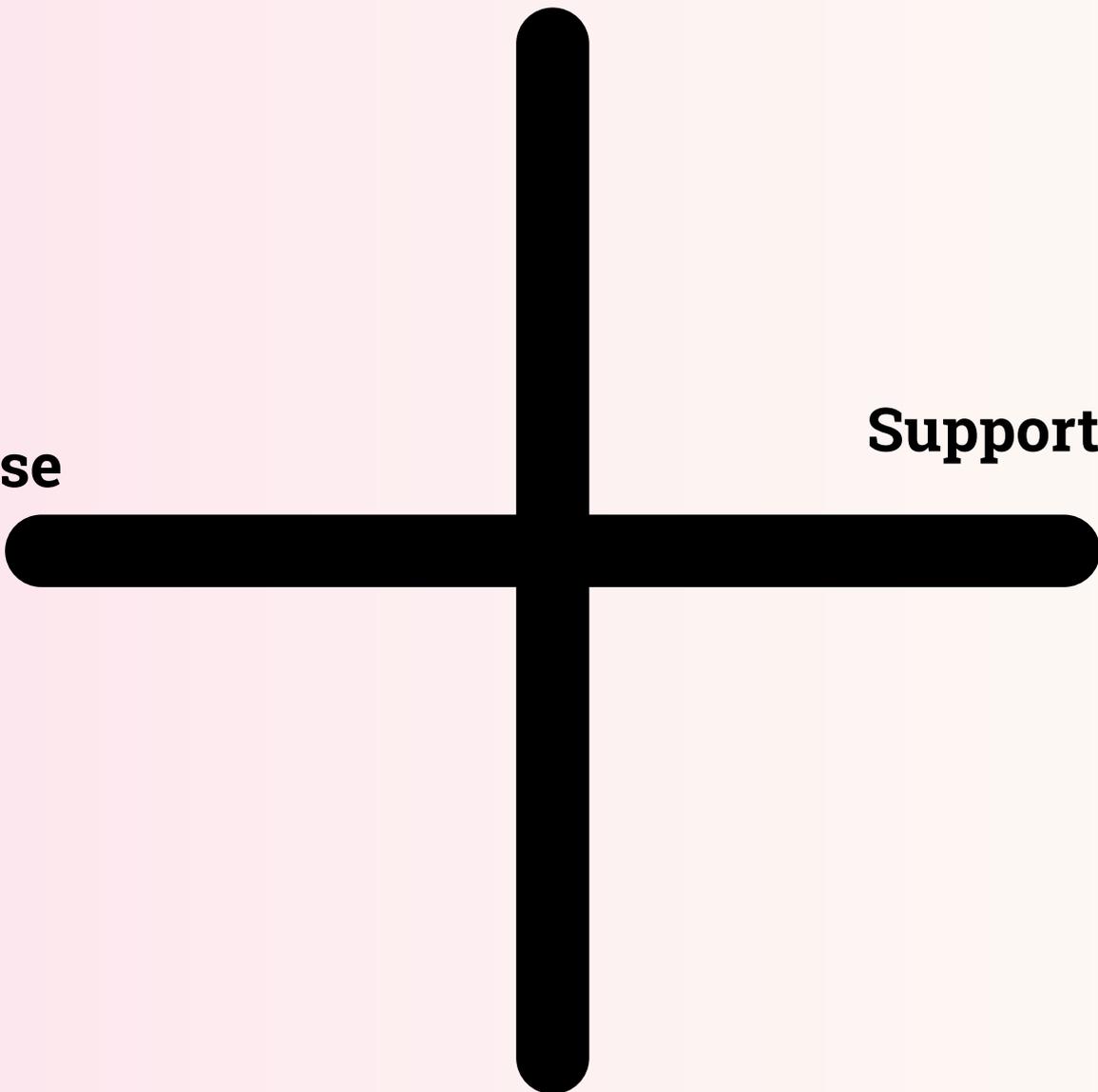
# POWER MAP ALLIES, INFLUENCERS, TARGETS & DECORATORS



**Most influence**

**Oppose**

**Support**



**Least influence**



# TELLING



# STORIES

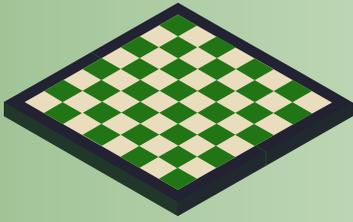
Only 11% of people are persuaded by facts and figures. The rest are more persuaded by human stories. Therefore, we should focus on emotion and narratives behind your campaign.

By focusing on the benefits of a campaign, you need to focus on selling 'feelings' and ideals. You should spend some time communicating those to your audience

<b>Features</b>	<b>Benefits</b>

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# TACTICS



Part of your planning stage should be figuring out what would work best to make the most impact and persuade the most people to get on board with your aims. Tactics could include creating videos and social content, writing articles, organising events, hosting a panel discussion or keynote speaker, holding demonstrations, creating artwork as activism, making posters or leaflets, holding stalls, boycotting, pulling stunts (such as walkouts), or anything else you and your campaign team can think of!

High/low level refers to objectives that have a high or lower importance to your campaign's success or overall vision.

	Less effort	More effort
High level		
Low level		

**Who will you be collaborating with (or who do you want to collaborate with)? E.g. Guild Staff team? Officers? University staff? External organisations? Please specify below.**

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There are two methods of lobbying, the insider and the outsider. Insider lobbying involves the following: collaboration, mutual compromise, evidence-based arguments, less publicly focused, often based on who you know and having direct access to decision makers. Outsider lobbying involves being more publicly focused, oppositional and more antagonistic, and reliant on public opinion.

**What are your lobbying plans? Who do you need to talk to? Why and how will you talk to them ?**

**How would you escalate your lobbying if you don't achieve the desired result ?**