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Welcome

Welcome to Hallam Union guide to choosing, organising and running a successful change campaign. We hope that this toolkit will provide you with the necessary information and resources to help you achieve your campaigning goals.

But there's more! As well as this toolkit, we also have a dedicated Campaigns Co-ordinator and the Welfare and Community Officer to support you with planning your campaigns, there are loads of other staff and Officers who can advise and support you and a whole range of training available, go to the home page to find this info.

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Step 1. Choosing the focus of your campaign.

It may be that you already have a clear idea about what you want to campaign on, in which case, you can skip this section and move straight on to step 2. However, if you're still undecided then here are some ideas about how you might choose the focus of your campaign...

Talk to your friends, have they encountered any problems or issues while at Uni? Might it be something that affects other Hallam students?

Talk to the staff and Officers at the Union, the Advice Centre keeps records of recurring issues that students come for advice on, we have a Research Assistant who gathers feedback from students and reports on the findings and the Officer's regularly talk to students about what issues they're facing.

Talk to the Student Reps and the Community Reps, Student Reps regularly receive feedback from other students on their course and the Community Reps go to local community meetings to find out about issues facing students and longer term residents in their local area.

Check out our 'previous campaigns' page, is there a campaign that's been run in the past that you think is still an issue or might give you some ideas of the sorts of things you could campaign on.

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Step 2. Evidencing your campaign and making sure it's achievable.

So, you know what you want to campaign on, that's great! The next step is to make sure that the campaign is relevant to Hallam students. (If you are more interested in getting involved in National or even International campaigning then check out that section of the website).

It might seem daunting gathering evidence to back up your campaign but it really needn't be, there may already be some research that's already been done so use the sources listed in step 1 to start with.

If there hasn't been any research conducted about your area of interest then it's easy to do some yourself. You could devise a questionnaire and survey a cross section of Hallam students, you only need to ask a few questions and the Research Assistant can help with this if needed. You could post a message on Twitter, create a poll on the website or think of a creative way of gathering people's opinions. Once you've got a representative number of responses (this will depend on who you're target audience is, see step 3) then you can analyse your responses and see whether there is a need for your campaign.

It's also important to make sure your campaign is achievable, for example, is 24 hour library access really a realistic and winnable outcome? If your original idea isn't achievable, break it down into smaller goals and be prepared to compromise, ultimately it'll be so much more satisfying if you can see that you've made a positive change for your fellow students.

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Step 3. Know your audience.

Knowing exactly who you want to target will help you plan your campaign and measure its' success, so for example, in past years we have run an anti-burglary campaign, you might think this should be aimed at all Hallam students but when you think about it in more detail and do a bit of research, you'll see that it tends to be younger students living in shared private rented accommodation as opposed to mature students who own their own homes that are victims of burglary, as student properties can be seen as easy targets.

So think clearly and be specific about who you want your campaign to target.

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Step 4. Measuring the success of your campaign.

How are you going to know your campaign has been a success? Sometimes, this will be easier than others, for example if you want the University to extend the library opening hours and after your campaign they do, then clearly it was a success but sometimes it requires a little bit more work than that but it doesn't have to be difficult.

It might be that you surveyed 100 people and 65 of them said they often walk home late at night on their own and of those 33 have either been attacked or felt threatened while walking home, so you run a campaign to raise awareness of the benefits of walking home in pairs or sharing a taxi, then after your campaign, you survey another 100 people and you see that there has been a reduction in the number of people walking home alone and people say they feel less threatened when walking home and they site your campaign as a major factor in that. Conclusion? Your campaign was a success!

If you're unsure about how to measure the success of your campaign ask the Campaigns Co-ordinator for some help.

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Step 5. Planning the timing of your campaign.

Depending on what you're campaigning on, there may be specific times of year when it would be more relevant, for example, if you want to run a campaign to reduce the numbers of people who have their drinks spiked, you might want to focus your campaign around 'Welcome Week' or Christmas as these tend to be the times of year when more people are going out drinking and might get distracted from their drinks.

You also need to think about the time it takes to plan your campaign, you need to leave enough time to research, get people to help you, make any posters, flyers, banners etc, order/make costumes, book rooms and publicise your campaign and while this can be done in a relatively short time, taking into consideration your studies and other commitments, you won't be able to organise it all over night, so it's advisable to make a plan (see the appendices at the end of this toolkit for a simple planner template).

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Step 6. Recruiting a team of campaigners.

You may already have a group of students to help you run your campaign but if you don't or if you think you need more bodies then you can approach the Campaign Reps, talk to the Campaigns Co-ordinator about contacting the 'one off volunteers' or contact people on your course to drum up some support.

You may want to recruit a team of campaigners earlier in the process, depending on how much support you want with the planning of the campaign.

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Step 7. Allocating tasks and running meetings.

Once you have recruited your merry band of campaigners, what are you going to get them to do? Make a list of all the tasks that will need to be done to make your campaign happen (use the planner) such as conducting or gathering research, liaising with other organisations, booking rooms and equipment, designing posters/flyers, putting info on the website, making props/costumes and so on, you will also need someone to be the team leader to make sure all these other tasks are being done, you may want to take this role or you may ask someone else to do it. Then you can discuss people's interests and strengths, try to get everyone doing something they enjoy but make sure everything is covered.

When you book meetings have a clear idea of what you want to discuss, it may be worth writing an agenda and there is info about this in the appendices. Then as you go through the agenda, make notes about agreed actions and who will be doing what, by when. At each meeting go through the agreed actions and ask people to update you on their progress. You will need someone to 'chair' or lead the meeting, this simply means, they go through the agenda and are responsible for making sure everything is covered and everyone gets the opportunity to have their say.

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Step 8. Methods of campaigning.

There are loads of methods of campaigning and you'll need to decide which is most relevant for your issue. Below are some suggestions but think carefully as you may have a better idea. Remember your main aim is to create positive change!

Hold an event. It doesn't have to be complicated or large scale but you want your campaign to be visible. Top tip - take the event to the people; don't expect them to come to you.

Produce posters/flyers/postcards. These can be an effective way of getting your message across to a large group of people but they are not enough on their own. If you would like support producing these materials, speak to the Campaigns

Co-ordinator. Make sure you give plenty of notice if you want these materials designed or printed by the Union as this can take time and budgets are limited so there may not be funding to cover it.

Use props, gimmicks, costumes. These can help to get students engaged and make the campaign visible and exciting. Be creative, there are loads of bits and pieces around the Union that you can use. There may be a small amount of money available for your campaign; but you must speak to either the Campaigns

Co-ordinator or the Welfare and Community Officer before spending any money on the campaign.

Lobbying. This method will be most relevant when you want to change a University policy or Council legislation. To lobby on something, you can request a meeting with the key contact to discuss your issue; conduct a petition; create a Christmas/birthday/postcard to get people to send to the key contact or get a group of people to write letters to the key contact.

Top tip - letters, although seemingly old-fashioned, are often taken more seriously than emails. Imagine getting 100 letters all saying that they were dissatisfied with the way things were, now that's going to make people sit up and listen! Finding out who the key contact is can be a bit tricky, if you need help with this or need any further advice in general, contact the Campaigns Co-ordinator.

Website and social media campaigns. These should not be run without an 'active campaign' but it's really important to have information available on the Hallam Union website to compliment your campaign. You want to reach the maximum number of people, so what if people don't come to your event or see your display? You can also use Hallam Union's Twitter page and Facebook page to promote and highlight your campaign. Speak to the Campaigns Co-ordinator about how to put info on these. You could also make videos that could be posted on the website too.

Top tip - keep this information up to date, there's nothing worse than finding old, out of date information on a website. You could keep a blog of your campaign and update your progress every few days and remember to take loads of photos!

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Step 9. Who else can help you?

There are loads of organisations that Hallam Union work closely with who may be able to support and enhance your campaign such as the Police, Fire Service, local Councillors, Community Groups, staff at the University and many more. Linking with other organisations can give your campaign more credibility, make it higher profile, give it greater impact and they may be able to offer free training and materials.

As well as these, you could talk to the students who edit SHU Life, the student magazine, to see if you could put an article in there, ask the students involved with SHU radio if they could mention it on their show or ask the students who organise SHU Box if they can film some of your campaign. Talk to the Campaigns

Co-ordinator about who you could work with and how to contact them.

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Step 10. Evaluation and recommendations for the future.

It is really important to evaluate your campaign, you want to be able to show people how successful it was and come up with suggestions for improvement if there were parts that didn't work as well as you'd hoped. (See the appendices for a guide to how to evaluate your campaign).

Write all this information down, even if you don't run this particular campaign again you will find the learning from it will help improve your campaigns and projects in the future and you may be able to pass the learning onto someone else.

Finally, where you have created positive changes, tell people about it! Use Hallam Union's website, Facebook, Twitter and SHU Media to publicise your achievements. From your original research you can highlight the need for the campaign and then tell people what you did, for example 'in a recent survey of Hallam students, X% of the 100 people surveyed said they often walked home alone at night, a high proportion of them had also been attacked or felt threatened while walking home, last Month we ran a campaign to promote walking home in pairs or sharing a taxi, we did X, Y and Z during the campaign and then we re-surveyed another 100 people and X% said they had seen our campaign and now they always made sure they planned how they were going to get home and as a result felt a lot less threatened when going home.

Some other final top tips -

Be enthusiastic! When you're conducting your research, when you're holding a meeting, when you're putting on an event, you can have all the props and costumes in the world but they won't replace genuine passion and enthusiasm.

Have fun! This is your campaign, enjoy it!

Don't be afraid to ask for help, there is no such thing as a silly question! There is loads of help and support available; go to the contact us section on the Campaigns homepage.

So there it is; your guide to choosing, organising and running a successful change campaign. Remember, if you have any questions or need helping working through this toolkit; ask the Campaigns Co-ordinator.

Good luck and happy campaigning!

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Appendix 1. Template campaigns planner.

Remember to list everything that needs to be done

Task	Details	Lead	Deadline	Status
Gather research	Speak to the Research Assistant to ask if there's any research already done on this subject, if not devise ways of gathering the research	Jenny	2.10.11	In progress
Book rooms for future meetings on dates agreed	Speak to Sue Jones at Hallam Union about booking the Activities Pod for our meetings	Jenny	6.10.11	Complete
Contact Bob Kenney at South Yorkshire Police	Ask Bob how we could work together on the campaign	Dave	12.10.11	In progress
Get posters designed	Talk to Serena Arloff, the Campaigns Co-ordinator about Hallam Union's Graphic Designer designing the posters	Rob	28.10.11	Not started
Get posters printed				
Campaign starts!		All team	17.11.11	Not started

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Appendices 2. Writing an agenda.

The purpose of an agenda is to help focus your meeting and keep you on track so you cover everything you need to. This is an example of what your agenda could look like but use it as a guide and change it to suit you.

It is worth allocating someone to take minutes of the meetings, this can either be the same person each time or you can agree to take it in turns. You don't have to write down everything that's said but just agreed actions and who's doing what.

Agenda item	Notes	Lead
Minutes of the last meeting	Progress update on agreed actions	All to report on progress
Next steps	What needs to happen next?	Chair
A.O.B	Any other business (this can be time used to discuss anything unrelated to the meeting).	All

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Appendices 3. Evaluating your campaign.

When you evaluate your campaign, you should concentrate on the following key questions:

Has there been change over time?

How significant was the change?

Was the change intended or not?

Was the change for the better?

What made it happen?

What worked?

What would you do differently?

What recommendations do you have for the future?