**Campaign Checklist**

**Identify the problem**
Do your research and find out what the problem is, who is affected and why.

*Useful Tools:* problem solving tree

**Gather your evidence**
Stories and numbers are really powerful so speak to those affected. Use insight from Student Voice and the Advice Centre to find out more. You may need to conduct further research at this point.

**Find your allies**
Work with others who have a shared interest. These could be student groups, community groups, MP’s, councillors, internal departments and external organisations.

*Useful Tools:* spectrum of allies

**Identify the causes**
Find out what or who is causing the problem, this will help you plan your campaign. There may be a number of factors that you need to consider.

*Useful Tools:* problem solving tree

**Establish the ‘change makers’**
Who holds the power? Who can make the decisions to make changes? Find out who they are, what they do and how you can influence them.

*Useful Tools:* change maker map

**Identify the solutions**
These could be behaviour changes, additional services, funding or changes to policies and legislation.

**Create a campaign aim**
Your campaign needs an overarching aim that you can focus on. This is the change you want to create!

**Set campaign objectives**
What do you want to achieve? When will you achieve this by and what will you need to achieve it? These will lead to achieving your overall aim.

*Useful Tools:* setting SMART objectives, funding finder

**Plan your activities**
What actions will achieve your objectives? Think about how you will influence the people, organisations and policies that can make changes happen. Speak to your allies about how they would like to get involved. Think about the timeline for your campaign and plan around any fixed dates.

**Encourage involvement**
Organise a campaign team. Get students, staff, people in the community and other organisations involved and give them a role to play.

*Useful Tools:* action plan

**Make it visual**
Plan creative ways to get your message across, attract interest and draw attention to your campaign. You may want to brand your campaign to give it a recognised identity.

*Useful Tools:* SU marketing website, Craftism.com

**Plan your campaign communication**
Talk to the media and use SU marketing methods such digital poster boards, the SU website, and social media. Think about your audience and the most effective methods: Targeted emails, posters, flyers, banners, online activity etc.

*Tools:* campaign communication, social media guidelines, writing a press release, SU marketing website, Forge Media

**Take action**
This is the fun part. Remember to document what you do with photographs, videos, blogs and social media. Share these with Student Voice for extra publicity!

**Take time to recap**
Don’t let your aims and objectives get lost. You may need to revisit your objectives as the campaign evolves or change your approach, but don’t lose your way.

**Celebrate your successes**
Remember to celebrate the campaign wins, however big or small. Take the time to say thank you to those who have helped and give yourself a pat on the back!

**Take time to evaluate**
Reflect on the campaign- what worked well? What could have gone better? Use this to inform future campaigns. Think about how the campaign will be sustained. Has the aim been achieved and if not, what are the next steps?

*Useful Tools:* SWOT analysis

**Shout about your achievements**
Let people know the changes that have been made and how they helped make it happen. Finish the campaign cycle with a message to others that change can and does happen.

**Remember:**
- Use different methods: combine direct and indirect action.
- Top Tip: Hold a focus group with the people affected and offer an incentive
- Top Tip: Visit [www.parliament.uk](http://www.parliament.uk) to find existing bills and legislation
- Top Tip: Make it visual: Create media that others can quickly share online. This will spread your message quickly.
- Top Tip: Look after yourself and your team. Take time to relax and don’t neglect other commitments.
- Top Tip: Work with other departments to get varied skills and experience on your team
- Top Tip: Help others create media that others can quickly share online. This will spread your message quickly.
- Ask for help. The Student Voice team can give extra support and advice if things are flagging.
- Remember: Look after yourself and your team. Take time to relax and don’t neglect other commitments.
- Remember: Celebrate the campaign wins, however big or small. Take the time to say thank you to those who have helped and give yourself a pat on the back!