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**DURHAM\$U**  
**Campaign Tactics**

## CAMPAIGN TACTICS

Tactic	Description	Use
Write a Letter	Never underestimate the power of a letter. A letter sets out your campaign ideas, highlights how strongly you feel about an issue and puts pressure on decision makers. Instead of sending just one private letter, you could write an open letter to show your target who is supporting your campaign or consider mass lettering. Mass lettering is when you encourage your supporters to write their own letters and send them to your target en-masse! To make it easier you could provide a template. This also works well in email format.	In person
Protest	Protests can act as a platform for upset and disapproval to be heard. This type of activism can be crucial for creating the groundwork for change. A good protest can inspire lots more people to join your cause. Make sure you clearly define the change you want to see, and scope out and make contact to everyone that could be a potential ally.	In person
Assembly Motion	You can take an idea (motion) to Assembly to help further your campaign. Once submitted your idea is discussed and then voted on by student representatives. If the majority vote in favour of your idea, then it becomes live policy and will be taken on as part of the SU's work. You can submit a motion on our website.	In person/Online
Stall	Running a stall can be an effective way to give you a visible presence and increase support for your campaign. It also provides your campaign team with something to work towards. Make sure your stall is visually appealing (bold colours and catchy tagline), and consider having an interactive element (a game, opinion poll, etc). Don't	In person

	forget to have signposting material to ensure people know what you are and how to join your cause.	
Petition	A petition can be an early stage campaign tactic to help build up your broader campaign. They help to send a signal to your target of mass public opinion and support, as well as being a useful tool to create media attention. Online petitions can also be effective as they enable you to collect signatures more quickly and spread information faster.	In person/Online
Sit-in	A sit-in is a form of non-violent direct action that involves one or more people occupying an area e.g. key building and refusing to move until their demands have been met.	In person
Small/ Large scale event	From small film screenings to large conferences or music festivals, events are an effective way of raising your campaign profile, gaining key allies and attracting media attention. Hosting events can help attract people who otherwise might not have supported your campaign - make sure to have lots of information available to promote your campaign and encourage people to support your movement.	In person
Film Screening	Education can play a key role in gaining more supporters for your campaign. Why not put on a screening of a relevant film or key documentary. Don't forget to signpost people at the end of the screening to your campaign, making sure you outline the goals and how they can get involved.	In person
Shock Tactic	Shock tactics are a way to get your campaign heard above all the noise. Consider using current trends (what is currently popular in the news at the moment or around campus) or realism (create empathy and sympathy to form connections and gain support).	In person/Online

	<p>However, when deciding on what message to 'shock' people with, be aware of how you approach the topic to ensure your shock tactics don't turn into offensive or insensitive advertising.</p>	
Public Meeting	<p>Holding a public meeting can be an effective tactic to launch and promote your campaign as it provides a platform for others to share their opinions and ideas. This can lead to gaining more support. Make sure to keep it simple and use it as a way to share basic information about your group and campaign and how people can get involved in the future. Don't forget to publicise it well and ensure you have a strong chair to facilitate the meeting.</p> <p>You can hold an online public meeting using Zoom.</p>	In person/Online
Creative Disruption	<p>Creative disruption can be an impactful tactic used by smaller groups that can be done spontaneously with little or no planning. However, a poorly thought out disruption can backfire. As the disrupter you risk the chance of the audience sympathising with the opposition. You need to ensure you disrupt the event without giving your target that opportunity. Consider holding a banner up with a slogan or breaking into song. Even TV series encourage a little disruption, Glee used the tactic of glitter bombing (just make sure you try and use biodegradable glitter). Smaller actions include wearing t-shirts or stickers with your campaign message on them when out and about.</p>	In person
Leafleting	<p>Handing out leaflets can be a simple and clear way to get more information out to lots of people. Consider using websites such as Canva to help design professional</p>	In person

	looking leaflets. However, be aware of over leafleting and consider your paper usage!	
Banner Drop	Hang a large banner from a very prominent noticeable building. Not only is this a great photo opportunity but it raises awareness to people outside the student community but do not forget to let the local media know!	In person
Write Messages in Chalk	Chalk is a fun, creative and an effective way to get a message across. You could write catchy slogans or campaign messages on the pavement outside key buildings. Consider using social media to promote the pavement messages by getting people to tag and share their creations.	In person
Art Sculpture	Art can be an eye-catching way to spread the message about your campaign. Used as a raising awareness tactic, it is increasingly being used to inspire people to change their behaviours and act. For example, are you running a campaign about waste? Consider creating a sculpture made from the waste you are campaigning against.	In person
March	A march is a type of protest or demonstration that involves a group of people walking together from one point to another. Signs and chants can be used to further show frustration towards your campaign concerns and creating a theme for your protest can increase the attention and encourage more people to get involved. You might consider reaching out to people to speak at the march. If you are planning a march you have an obligation to let the police know, you can find out more information on the government website.	In person
Advocacy Training Sessions	If you are considering running a more intense change making campaign that focuses on actions	In person/Online

	such as hosting fundraising events, changing laws/ policy or leading a local advocacy group, consider offering group training classes in-person or online to answer any questions and provide useful materials. These sessions can help turn supporters into activist and further your campaign.	
Zoom Workshops	<p>Consider running a Zoom workshop to broaden the reach of your campaign and increase the impact!</p> <p>Plan activities everyone can do together from their homes, for example, running an evidence gathering exercise (how many wildlife species have you seen this week, how much litter have you collected on your daily walk)</p> <p>All Durham Students have access to a Zoom account which can be used to run online workshops. Set a date and time and then invite anyone you think might be interested!</p>	Online
Decorating streets/gardens	Spread the message of your campaign without travelling anywhere! Create posters or banners and hang them in your garden to raise awareness of your campaign to passers-by. You could even ask friends to put posters in their gardens too.	In person
Power of stories	<p>An effective way to connect with your audience and expand your campaign is to tell a story. Stories unite people and allow for individual experiences to be shared often providing a deeper message to your campaign.</p> <p>You can use stories to create an emotional connection to campaign for change as seen or use stories to raise your campaign profile.</p> <p>Create a bank of stories first from your campaign team and then reach out and encourage others to share as well.</p>	In person/Online

<p>Video</p>	<p>A video is a great way to share your campaign aims creatively and encourage more people to take notice.</p> <p>Consider different ways you could create a video, can you include multiple people speaking, different shots, camera angles etc. You could even reach out to people and ask for video submissions and create a mash-up of their thoughts and experiences.</p>	<p>Online</p>
<p>Photo Challenge</p>	<p>'A picture tells a thousand words', use the power of a photograph to capture people's imaginations and raise awareness of your campaign. You could post a photo (just make sure it is relevant to your campaign) and ask people to provide the caption or ask people to submit their own photos perhaps holding up signs that support your campaign. Use these individual photos to create one giant picture or share them individually on your social media channels.</p> <p>Don't forget to ask for consent to share any photos first!</p>	<p>Online</p>
<p>Live Broadcasts</p>	<p>Going 'Live' on platforms such as Facebook, Instagram, YouTube, Twitter and TikTok help create a human connection between you and your followers which can help to strengthen your campaign message.</p> <p>Don't be afraid to use this function for live Q&amp;As, campaign updates or calling for volunteers/ supporters.</p>	<p>Online</p>
<p>Online Protest</p>	<p>Can't hold a protest in the streets? Consider holding a digital protest instead. Create a hashtag for your campaign and then encourage people to post pictures of</p>	<p>Online</p>

	<p>themselves with a home-made sign using the hashtag. Don't forget to make sure they tag any of your social media accounts as well to help spread your campaign message.</p> <p>To make your protest even more impactful you could arrange a set time for everyone to their post pictures.</p>	
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