



HOW TO...

:student voice **Make a Change!**

A project centred around making a change is what we call a “campaign”. You can run a campaign on pretty much anything – no matter how big or small the issue! This handy guide will talk you through running campaigns to make change, and hopefully help you to get up and running with your own campaign!

WHAT IS A CAMPAIGN?

A campaign is a planned course of action that is designed to bring about change, typically political or social. They have a specific goal and typically require people to actively do something. For example, raising awareness of an issue or holding an event are not campaigns by themselves, but they can form part of a campaign.

IDENTIFY THE ISSUE

When you have a campaign idea – you should analyse your issue and decide if the campaign is viable. You could ask the following:

- Is the issue widely felt?
- Would people care enough to get involved?
- Can the issue be changed?
- Can the issue be made visible?
- Are people aware of the issue?

DO YOUR RESEARCH

Don't just assume you know how people feel – ask them! There might also be some existing research that you can use. You can do your own research too using methods such as: focus groups, surveys (SurveyMonkey), see what other SUs have done via NUS.

SET UP YOUR CAMPAIGNS TEAM

The most powerful campaigns will have a good team. You don't have to work alone! You might be able to find a good campaigns team at a relevant Forum or through Course Reps. Creating a team will give the benefits of more points of views and ideas, and more hands to spread the work load!

DESIGN YOUR STRATEGY AND MAKE A PLAN

Before beginning your campaign, you should decide what your impact will be. The impact is the difference a campaign will make if it is successful. The impact should affect your strategy, not the other way around. Everything you do should be centred on creating impact.

You need to think about who your targets are. Who are the people that have the power to make the change? Who do you need to get on side?

Next, think about what you need to do to make the changes happen. Who needs to do what and when? What resources do you need?

CAMPAIGN DELIVERY

Keep track of your team's activities. Are they doing what they should be? If not, why not? You should continually review your progress. If it's not working, you might need to re-think your strategy. It's also really important to communicate feedback with your team to keep up motivation.

EVALUATION

Even if you make the change you wanted, it may not have the desired impact. Take a look and see if there's anything else you could do. Evaluate your campaign by looking at what went well or badly. Were you as efficient and effective as you could have been? Take these lessons to your next campaign!

Was this helpful?

If you would like more help running a campaign, please pop in and speak to the Student Voice Team who would be happy to chat!

Get in touch:

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Pop in: 1st floor of the SU (by the advice centre)