

BATH SPA STUDENTS' UNION

CAMPAIGN TOOLKIT



Students'
Union
Bath Spa

Welcome to Bath Spa Students' Union campaigning toolkit. Below you'll find step-by-step guide on how to start, launch and make a campaign successful.

Anyone can be a campaigner. All you need is the passion and motivation to want to make positive change.

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- 2. RUNNING YOUR CAMPAIGN**
- 3. PUBLICISING YOUR CAMPAIGN**
- 4. EVALUATION AND SELF-CARE**

STARTING A CAMPAIGN

WHAT IS A CAMPAIGN?

PROBLEM TREE

PLANNING, AIMS & OBJECTIVES

EVIDENCE BASE

SUPPORT

WHO HAS THE POWER TO MAKE CHANGE?

RESOURCES

MAKE A PLAN



WHAT IS A CAMPAIGN?

Campaigning is not just about raising awareness; it is about making tangible change to policy, law and behaviour. Campaigns are sustained efforts towards a specific outcome and have specific and defined goals.

Campaigns are built up over time and can take a while to achieve goals so it is important to keep up pressure over a period of time.

Ask yourself:

- Why do I want to run this campaign?
- What do I want to achieve?
- Who will my campaign impact?

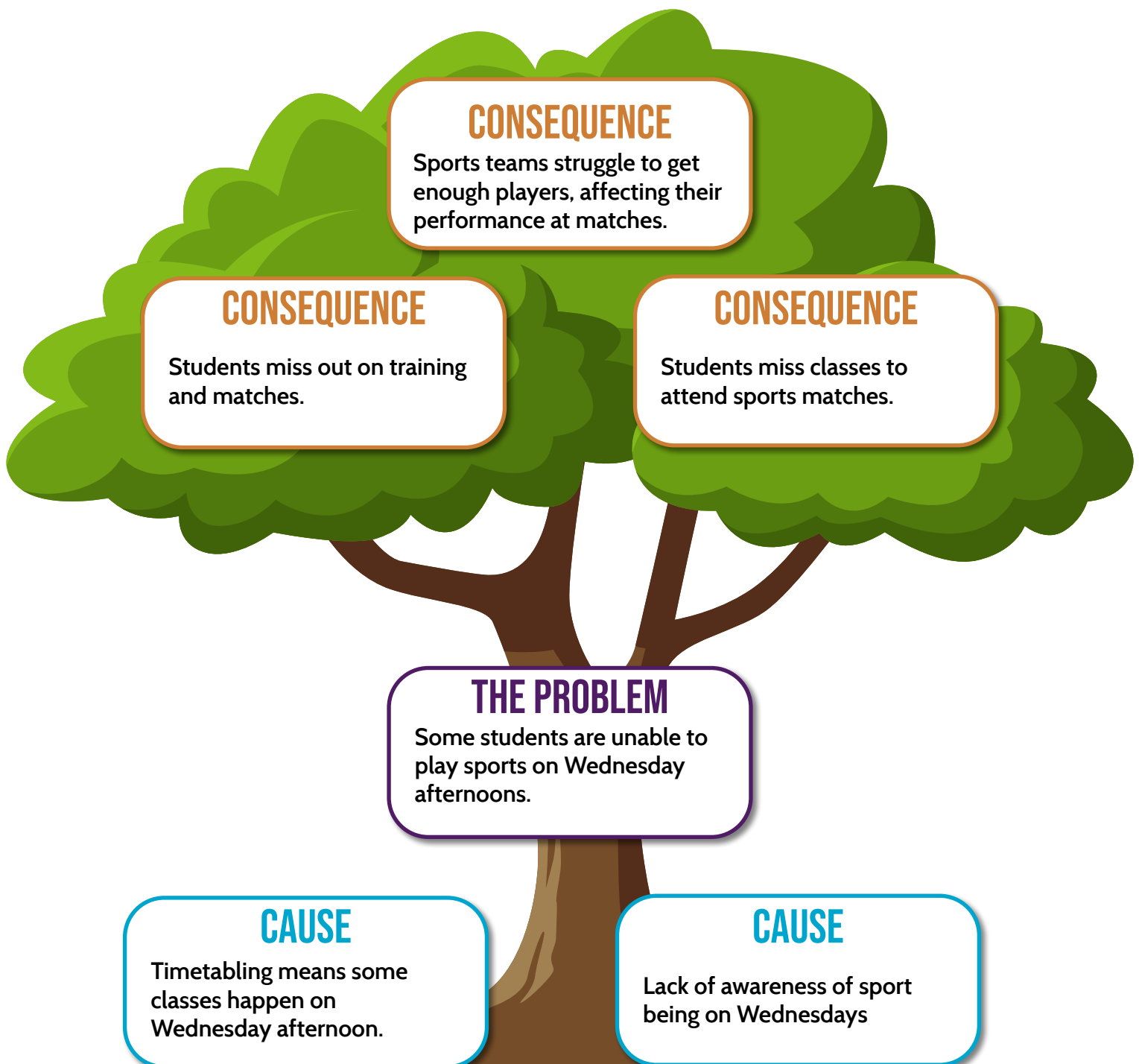


THE PROBLEM TREE

1 Write the problem you have identified on the trunk of the tree.

2 Write all the possible causes of the problem on the roots.

3 Write all the consequences of the problem on the branches.

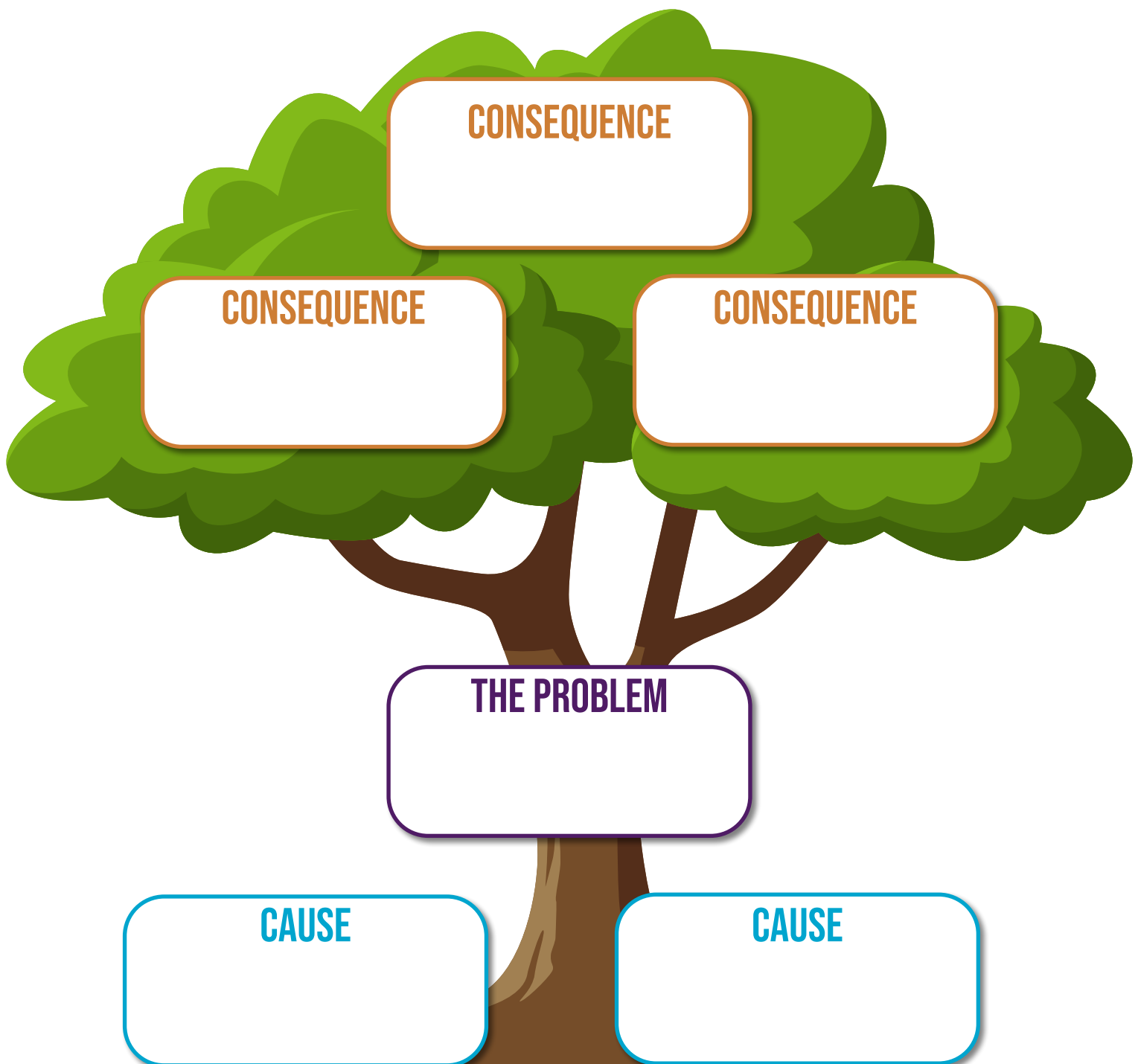


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PLANNING, AIMS & OBJECTIVES

WHY?

The first questions to ask yourself are:

Why do I want to run this campaign?

What do you want to achieve?

Who will your campaign impact?



AIM

Before starting your campaign, you should pinpoint exactly what you would like to change in one sentence. This becomes your overarching campaign aim.

Examples include:

- Get the University to use Ecosia as the default search engine on campus
- Keep Wednesday afternoons free for students to pursue sport
- Ensure university buildings are more accessible for students with disabilities

OBJECTIVES

Once you have an overarching aim, you must think of some objectives.

These are smaller, specific goals that will help you achieve your overarching aim.

You only need a maximum of three objectives.



EVIDENCE BASE



FACTS & FIGURES

To run a successful campaign, you need knowledge.

Facts and figures will help you achieve your aim and objectives.

Look at your campaign aim and think of a list of questions of what needs to be answered to reach your goal.



WHERE TO FIND INFORMATION

- Looking on the university website
- Freedom of Information
- Research different universities and SU's
- Speak to sabbatical officers, Equality Reps and Senior Academic Reps
- Stories and real life examples are also really useful. Do you have any case studies from students?

EXAMPLE CAMPAIGN

Campaign Aim:

Ensure university buildings are more accessible for students with disabilities.

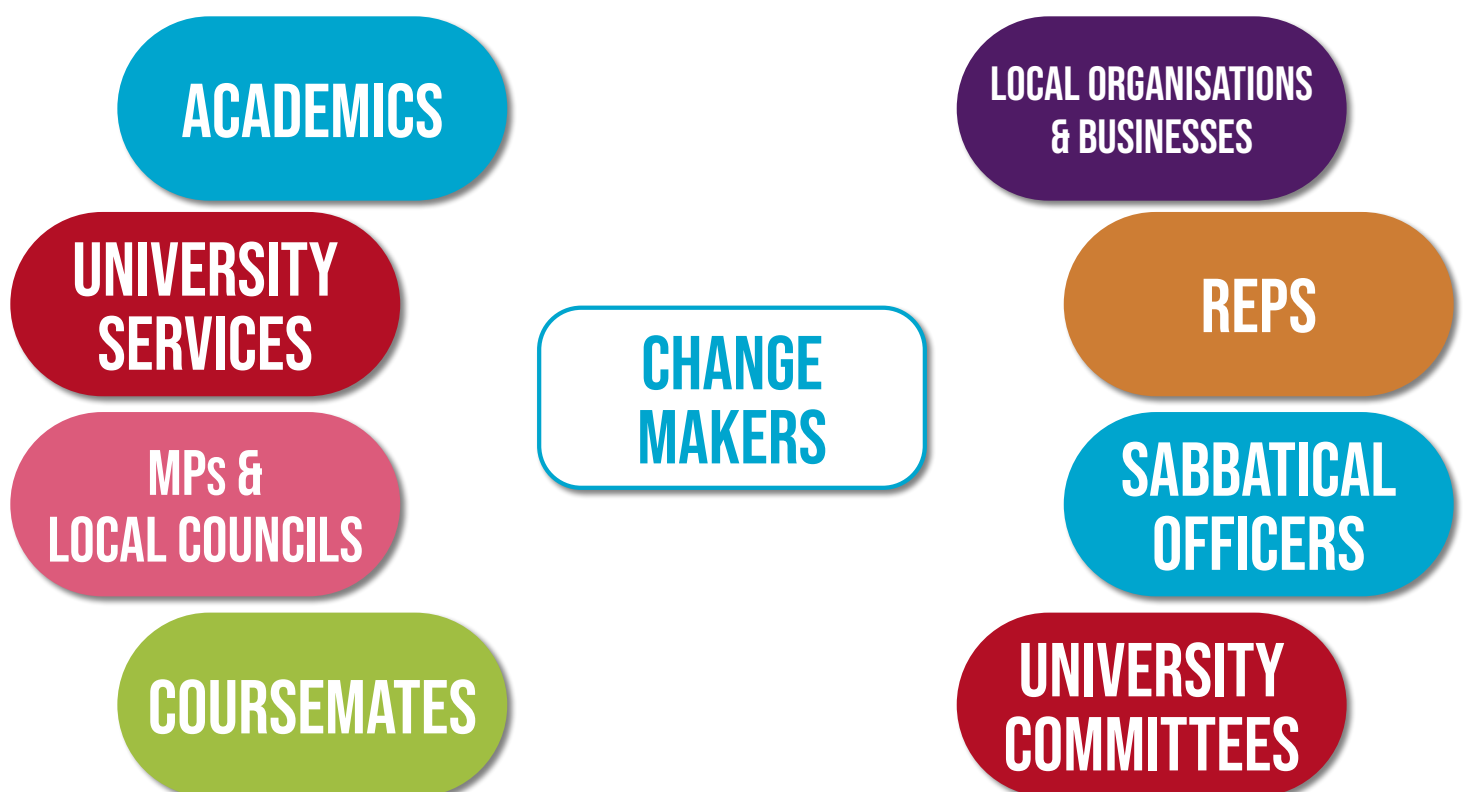
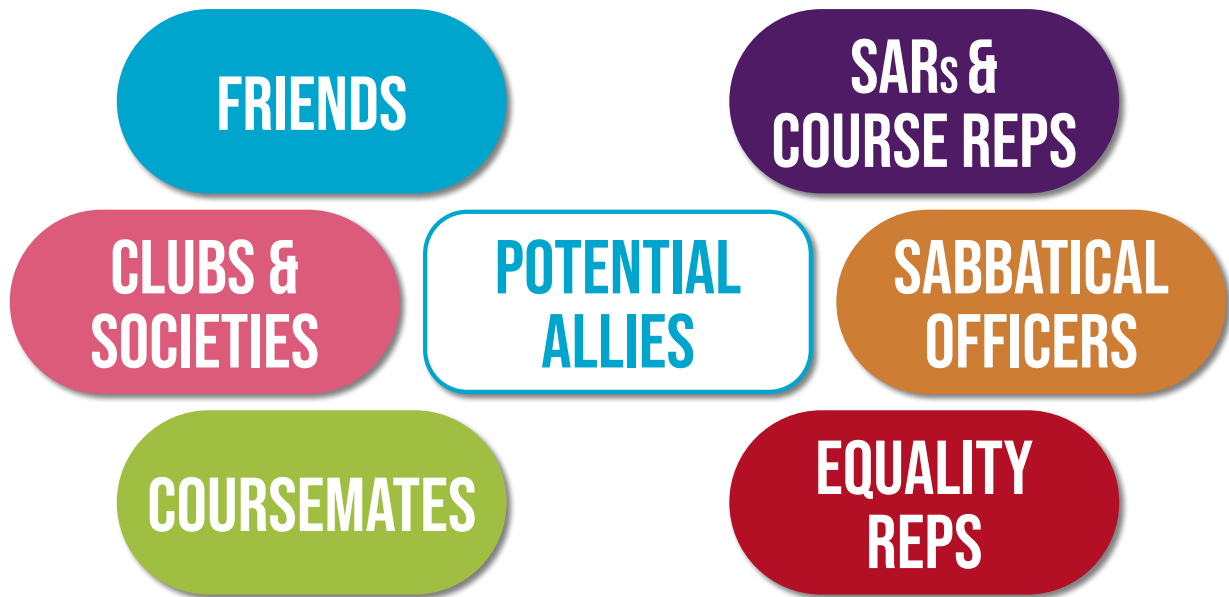


Example Questions to Research

- Which university buildings are currently inaccessible to students?
- Are university buildings clearly labelled for their accessibility?
- Have classes been timetabled in inaccessible rooms in the past?
- How have other SUs/universities addressed this issue?
- Do you have a story/case study from a student, or multiple students?

SUPPORT

Campaigns are never won by a single person. You need supporters to show that this is an issue people care about and find the people who have the power to make change happen.



RESOURCES

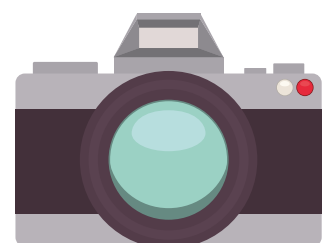
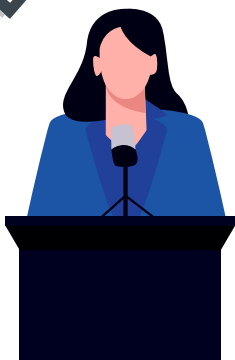
Consider what resources you have.

People Power - Skills

- Experience using Canva to create posters
- Photography skills
- Can play a musical instrument
- Good public speaker
- Super organised
- Good at chatting to students at stalls
- Experience coordinating events
- Good at baking cakes
- Artistic skills
- Good researcher

Material Resources

- Camera
- Megaphone
- Instruments
- Painting materials
- Cardboard for placards



MAKING A PLAN

Creating a plan ensures you can figure out what is needed to achieve your goal and objectives. You can also decide who is responsible for each task. This can be done through creating a timeline.

- Work out your overall time frame
- Figure out when you will run events and activities
- Take into consideration busier times of years and when the core campaigning group have deadlines to prevent burn out

Suggested tools you could use to plot a timeline and plan events:

- Google sheets
- Old fashioned pen/paper, diary/calendar
- Shared Google calendar between you and you campaign team
- Asana - work management platform teams use to stay focused on goals, projects and daily tasks

RUNNING A CAMPAIGN

EVENTS & ACTIVITIES

DIRECT ACTION

APATHY STAIRCASE

LOBBYING



EVENTS & ACTIVITIES

INTRODUCTION

This is a list of event ideas to run throughout your campaign.

All events/activities will need to be approved by the Campaigns Coordinator beforehand to ensure all the necessary forms have been filled in.

Email:
i.ford@bathspa.ac.uk

EXHIBITIONS

Exhibitions display information and images in an aesthetically pleasing way to raise awareness of a particular issue.

Exhibitions could detail the history of a campaign issue or be used to display items made through craftivism activities.

WORKSHOPS

Workshops are a great way to get people together to plan and develop a campaign.

You can use it as an opportunity to provide people with information and share knowledge about the campaign, as well as providing your supporters with updates.

CRAFTIVISM

Through craftivism, participants can show their support through quieter reflection rather than through louder actions like protests.

Examples:
Banners and flags for demonstrations
Handcrafted, pretty cards to send to MPs or other influences.

PERFORMANCES

Performances grab attention and generate interest around a topic. They can be used to raise awareness

Idea- you could get in contact with a performance based society or courses to find students that want to perform at your event.

SPEAKERS

You could attend existing events and speak about the campaign.

There are lots of societies and clubs. Events are displayed on the SU website so consider asking the organisers if they would mind you giving a speech at their events.

STALLS

Stalls are a great way to chat to new people and inform them about the campaign.

You could use it as an opportunity to get students to sign a petition to demonstrate support.

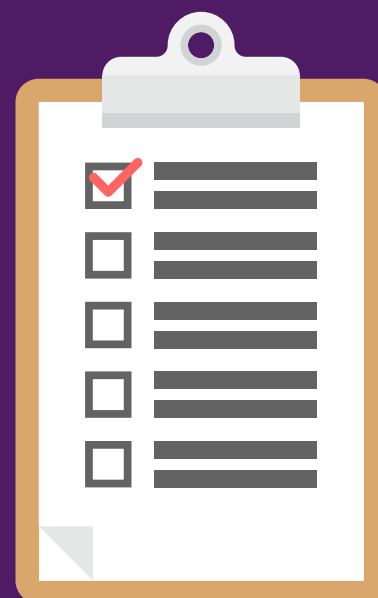
STALL TIPS

Don't wait for students to come to you. Go directly up to them to engage them.

Practice your speech in advance. Sound confident and make it punchy by ensuring you know your facts.

Ensure the stall looks good and has resources.

Pick a popular time and location



EVENTS CHECKLIST 1/2

WHY?

Important questions to consider:

What is the event?
Why are you running it?
Who is coming?
Where is the event?
When is the event?

Send a summary of your event idea to:
i.ford@bathspa.ac.uk

VENUE

Where are you going to hold your event?

Is it outside? If so, do you have a bad weather plan?
Is the space suitable and accessible?

For university room bookings, email: rooms@bathspa.ac.uk

For the bar, fill in a [Bar Booking Form](#) and send to d.starling@bathspa.ac.uk

EQUIPMENT

For tables and chairs (or to transport items), [WMS](#) it. Include all necessary details (date, time of pick up and collection, description and location). Ensure the request is going to the correct site.

For tech equipment, you can book this online through the [Asset Store](#).

EXTERNAL SPEAKERS

Are you having an external speaker? If so, you will need to fill in the [External Speakers Request Form](#).

This also applies to running workshops with external organisations.

HEALTH & SAFETY

Have you completed a risk assessment?

Does the event need a first aider?

Do you have bulky equipment?

Have you considered logging a job through WMS?

MONEY

Are there things which need to be paid for, and if so, how are you going to pay for them?

Is there any cash involved? If so how are you keeping it safe?

FUNDRAISING & CATERING

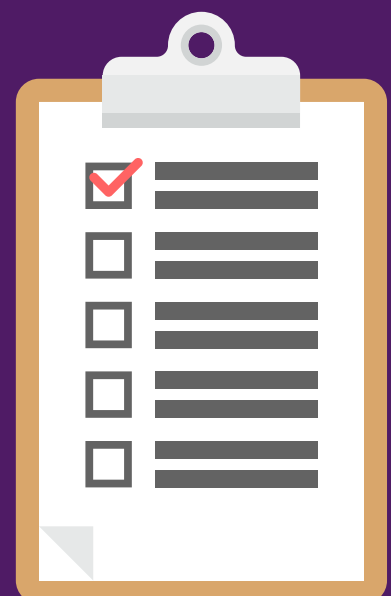
Is your event a fundraiser? If yes, you will need to fill in a [fundraising proposal form](#).

If you plan to serve food, you will need to fill in a Catering Request Form, and send to i.ford@bathspa.ac.uk

COMMS

Please email i.ford@bathspa.ac.uk, no later than 2 weeks in advance, to request the following:

- An event on the SU website
- A graphic on the digital screens
- A mention in the SU newsletter
- Putting up posters in the SU noticeboards



EVENTS CHECKLIST 2/2

SETTING UP

- What needs to be set up, i.e. decorations, equipment etc.
- How long will set-up take? Allow extra time for last minute problems
- Who will be in charge of setting up?

AT THE EVENT

- Will a first aider be present? (if needed)
- Keep a written tally of people who engage with the event. This will be useful when evaluating the event

PACKING UP

- Who is going to be responsible for packing up the event?
- Ensure you allocate enough time for packing down.
- Do you know where things go once they are packed down?

EVALUATION

- How many people attended?
- Was the location suitable?
- Were the timings of the event suitable?
- What went well?
- What could be improved for next time?
- Debrief with the rest of the team.

TOP TIP: ENGAGEMENT

- Actively go up to students to engage them in your activity.
- Print out a poster (use Canva) and put in a stand but get it approved first.
- Bring incentives, such as sweets.

TOP TIP: LOCATION

Commons

Pro- busiest building on campus.

Con- students might ignore you as working between lectures.

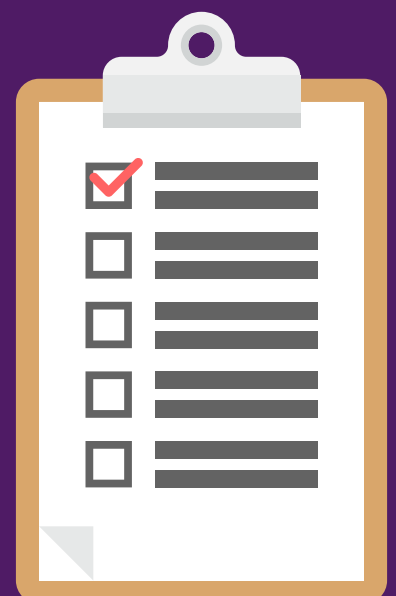
Outside the SU shop

Pro- students are more likely to engage as stopping for lunch.

Con- smaller footfall than Commons

TOP TIP: TIME

- Fridays are the quietest days in the SU bar
- Sporting events normally take place on Wednesday afternoons
- Lunch time is often the best time to engage students
- Corsham Court and Sion Hill are often quiet so check timetables first.



ONLINE EVENT CHECKLIST

IDEA

Important questions to consider:

- What is the event?
- Why are you running it?
- Who is coming?
- Which platform are you using?
- When is the event?

You can contact Izzy (Campaigns Coordinator) if you have any questions: i.ford@bathspa.c.uk

PLATFORM

Which platform will you be using?

Suggested platforms:

Facebook
Google Hangouts

PREPARATION

What needs to be prepared in advance?

- PowerPoint?
- Script?
- Games?
- How many organisers will need to be at the event?
- Host
- Moderator

ACCESSIBILITY

- Send a message/email out to all members before the event asking if anyone has any accessibility requirements?
- Trigger warnings in your social media posts
- Use size 12 font and stick to 1 to 2 colours if possible.

PROMOTION

- Have you created a Facebook event?
- Have you created an event on the Students' Union website?

FINAL PREP

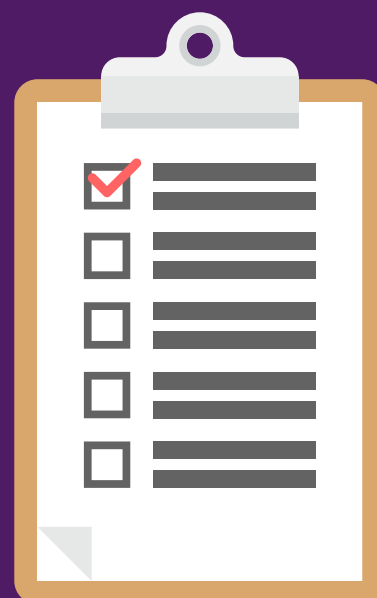
Arrange a meeting with the organisers 30 minutes- 1 hour before the event to ensure: everyone knows what they are doing and to check the tech is working.

AT THE EVENT

- The host needs to ensure everyone feels included and establish the ground rules at the beginning, for example: write in the chat if you want to speak
- The moderator can answer questions in the chat and provide updates to people who turn up late.

EVALUATION

- How many people attended?
- Were the timings of the event suitable?
- What went well?
- What could be improved for next time?
- Debrief with the rest of the team.



TIMESCALES

ROOM BOOKINGS

Booking

- Email: rooms@bathspa.ac.uk

Deadline

- As soon as you know your date and would like to formally book the event.

BAR BOOKING FORM

Booking

- Fill out this [form](#) and send to:

d.starling@bathspa.ac.uk

Deadline

- As soon as you know your date and would like to formally book the event.

FUNDRAISING

Booking

- Fill out a [Fundraising Proposal Form](#).

Deadline

- Four weeks in advance.

EXTERNAL SPEAKERS

Booking

- Fill out an [External Speakers Form](#).

Deadline

- Four weeks in advance.

CATERING

Booking

- Fill out a [Catering Request Form](#).

Deadline

- Two weeks in advance (with firm numbers confirmed the week before)

TECH EQUIPMENT

Booking

- Make a request via the [Asset Store](#).

Deadline

- Two weeks in advance.

GENERAL EQUIPMENT

Booking

- For tables and chairs, and to request the transportation of items, log a job through [WMS](#).

Deadline

- After the room has been booked.




NON-VIOLENT DIRECT ACTION

- Demonstrations
- Sit-ins
- Stunts
- Walk outs



APATHY STAIRCASE

WATCH VIDEO



Action - Talk about how you are going to make this change happen and what they can do to help you.

Visioning - Illustrate that it is possible for their experience to change. Talk about how this would benefit them and what would need to happen to make this come about.

Injustice injection - Illustrate how their experience is unfair or wrong. Comparisons are often a good way to do this, showing them that there is an alternative to their experience

Experience - What is the person's experience of the issue? How does it affect them?

LOBBYING

Take action by contacting decision makers

WHAT IS LOBBYING?

Lobbying involves direct discussion with decision makers. This could be through contacting MPs or local Councillors, or speaking to senior members of BSU staff.

EXAMPLES

- Arranging and attending meetings
- Writing a letter
- Making phone calls

WHY SHOULD YOU LOBBY?

Lobbying is a useful way to build relationships with decision makers and an opportunity to voice your side of the argument.

Obtaining contact and securing a meeting with a key decision maker can be challenging; it takes time. If you can't speak to the key decision maker, you could consider contacting people below them that might be more willing to discuss your campaign.

ADVICE

- Do your research. Firstly, ensure you know you've done your research around your campaign and secondly that you've done your research about the key decision maker.
- Ensure you know what you want to achieve. Go in prepared with what you would like to discuss, and make sure everybody in the group has met beforehand so you are on the same page. Ensure you know where you are going.
- Follow up after the meeting. Send an email or letter to thank the decision maker for their time and remind them of the commitments you both made.

LOGISTICS

If you need any help, please contact:

i.ford@bathspa.ac.uk

PUBLICISING A CAMPAIGN

IF YOU WOULD LIKE YOUR CAMPAIGN TO BE PROMOTED ON SOCIAL MEDIA, CONTACT I.FORD@BATHSPA.AC.UK



EVALUATION & SELF CARE

EVAULATION

SELF CARE

CELEBRATING ACHIEVEMENTS

EVALUATION

Throughout the campaign, it is important to evaluate how the campaign is going, and what is still needed to achieve your campaign aims.

- ☐ What is going well?
- ☐ What should we continue doing?
- ☐ What has not gone so well?
- ☐ How has our understanding of the campaign changed?
- ☐ Are we on track to achieve our campaign objectives?

SELF CARE

Running a campaign can be rewarding but fighting for social justice is also emotionally and physically demanding. It can be a long process and you will face hurdles along the way so it is vital to exercise self-care.

Set realistic boundaries about how much time you can dedicate to the campaign.

Remember that saying no is not a weakness.

By setting up, or being involved in the campaign is an achievement in itself. Keep going but at your own pace.

Treat yourself and remember to have downtime too.

Ask for support when you need it.

Always remember how amazing you are.

CELEBRATING ACHIEVEMENTS

Celebrate all the wins, no matter how small!
Shout about the campaign successes and share
achievements with supporters.

You could organise socials with the campaign team
to keep morale high.



