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# COURSE REP
# CAMPAIGN
# TOOLKIT
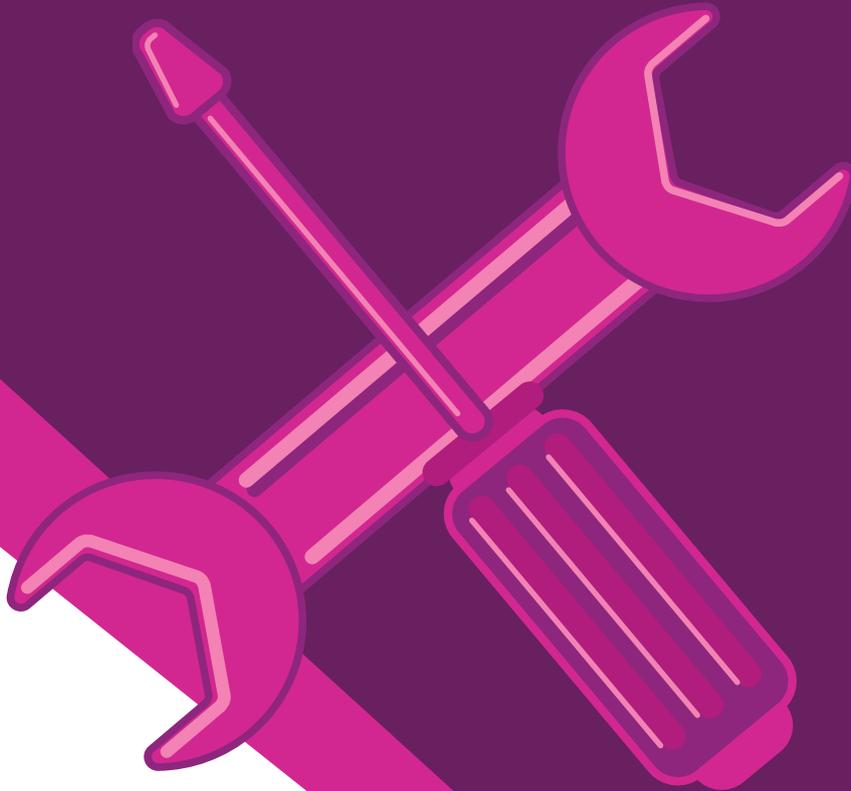
BANGOR
COURSE
REPRESENTATIVES

# Intro to the **Campaign Toolkit**

This toolkit will provide information on the planning, production and implementation of meaningful and evidenced based campaigns. Hopefully this will both inspire and empower you to want to create and run your own.
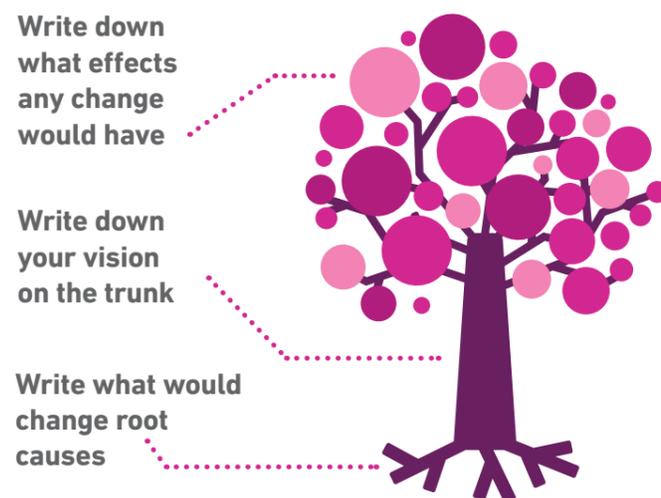
## Happy Campaigning :)

# ANALYSE THE ISSUE

The first step is to think about why you want to run a campaign and what you want to change? This checklist of things to do and think about will help you to analyse the issue;

- **Write down what the issue is and why it is a problem?**
- **Think about why you feel strongly about it**
- **Speak to other students to see what they think and gather their opinions.**
- **Identify evidence that supports the need for change.**
- **Think about what change will look like and how you will know that your campaign has been successful.**

## THE **PROBLEM** TREE

**Write the consequences of the problem on the branches**

**Write the problem on the trunk**

**Write down the root causes of the problem**

## THE **SOLUTION** TREE

**Write down what effects any change would have**

**Write down your vision on the trunk**

**Write what would change root causes**
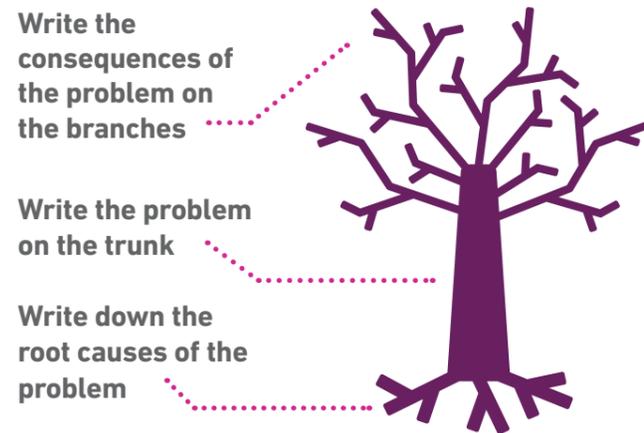
# PEST Analysis

A PEST analysis is a good way to explore the Political, Economic, Social and Technological factors that may influence your campaign and how it leads to change.

**To help you to further analyse the issue you want to tackle you can conduct a PEST and SWOT analysis**

**POLITICAL**
Who sets the policy?
How sympathetic will they be to your campaign?

**ECONOMIC**
How costly will any changes be?
Will anyone loose or gain financially?

*PEST*

**SOCIAL**
What is public opinion?
How many people are affected?
Who will support and oppose?

**TECHNOLOGICAL**
Impact of any technological factors or advances

# SWOT Analysis

Consider the Strengths, Weaknesses, Opportunities and Threats to your campaign. See the grid below for some ideas of things you should be thinking about. It is also worth noting whether you are able to turn any of the weaknesses into strengths and threats into opportunities.

**STRENGTHS**
Resources
Skills
People
Expertise

**WEAKNESS**
Current enviroment
Future trends

*SWOT*

**OPPORTUNITIES**
How the issue is positioned?
New developments
Growth opportunities

**THREATS**
Stakeholders
Rivals
Being Understood

# DEVELOP YOUR STRATEGY

Once you have analysed the issues you want to campaign on you should be able to outline some clear aims and objectives and develop a strategy to allow you to successfully take your campaign forward.

The Impact chain can be a useful tool to use to develop your strategy for a campaign and allow you to create the path for achieving your objectives. Sometimes it's useful to work backwards, looking at what impact you want to have, what outcomes need to happen to achieve that impact and so on.

## RESOURCES
What's needed? E.g. Finances, people you need involved, equipment...

## ACTIVITIES / ACTIONS
What needs to get done? E.g. Raise awareness through Poster campaigns,, social media campaigns, protests, articles, meetings & forums; lobby through letters, emails and petitions; Gather information through further research, surveys, questionnaires and knowledge transfer partnerhsips.

## OUTPUTS
What is generated from your activites. E.g. 100 letters sent out, 100 names on a petiton, best practice shared.

## OUTCOMES
A measure of the effects / What do the outputs lead to. E.g. Commitment to change policy, more resources in the library.

## IMPACT
A measure of any change. E.g. Student's are better able to access learning resources.

# It's all about Teamwork!

**Assemble your team** - an effective campaign team is crucial to achieving success!

## Top team building tips;
- Recruit
- Motivate
- Delegate
- Communicate!

# REMEMBER TO SET SMART GOALS!

**When setting aims, objectives targets and goals keeping SMART will help you when working towards them.**

## Specific
State exactly what you want to accomplish. The who, what, where and why's.

## Measurable
Make sure you can measure to what extent the goal has been met. Can you track it's progress and measure the outcome?

## Achievable
Your goal should be challenging, but it is also important that it is realistically achievable. It can help to have short, medium and long term goals which link into to one another in a progressive way.

## Realistic
Make sure you are being realistic about what you want to achieve. Have you got the resources, time, money and skills to get it done?

## Time bound
Set target dates and deadlines. This will help you to focus and aid time management.

# REMEMBER, CAMPAIGNING IS ABOUT CREATING POSITIVE CHANGE!

# PLANNING & DELIVERY

Your plan should contain the tasks you will undertake to allow you to carry out and achieve what is laid out in your strategy. It should specify exactly how you would carry out the key activities and tasks.

## Planning Top Tips!

- Set up a planning document to keep you and your team on track - Assign task to people and plan deadlines
- Set milestones
- Meet with your team regularly
- Define the key players – those who will support and oppose you

## Effective Delivery

- Pitch the message at the right level for your target audience
- Choose actions which will reach your audience
- Work together
- Stay positive
- Talk to people
- Listen to people!

## Planning is important!

It's really important that you make a plan so that you and your team are focussed. This will help you to effectively and efficiently achieve what you have set out to do. It will also help to keep everyone on track and engaged as people know what they are supposed to be doing.

## EXAMPLE PLANNING DOCUMENT

### Activity / Task

Think about al the tasks that need to be completed. Sometimes there may be multiple tasks that contribute to the completion of an activity.

### Who?

Make sure you define who is responsible.

### Notes

It's useful to have some notes. You can revist these and use them in follow up meetings to keep track of a tasks progress.

### Deadline / By when?

It's important to set realistic deadlines. This helps to keep things on track and people focussed.

## GET OUT THERE AND DO IT! TO KEEP ON TRACK MAKE SURE YOU CONTINUALLY MONITOR YOUR PROGRESS.

# MONITORING & EVALUATION

It is really important to evaluate your campaign. Monitoring and evaluation will help you to run the most effective campaign possible and will help towards achieving your overall aims and objectives.

Monitoring helps to track your progress and ensure your actions are effective. Evaluating is about reflecting on lessons learnt once your campaign has finished.
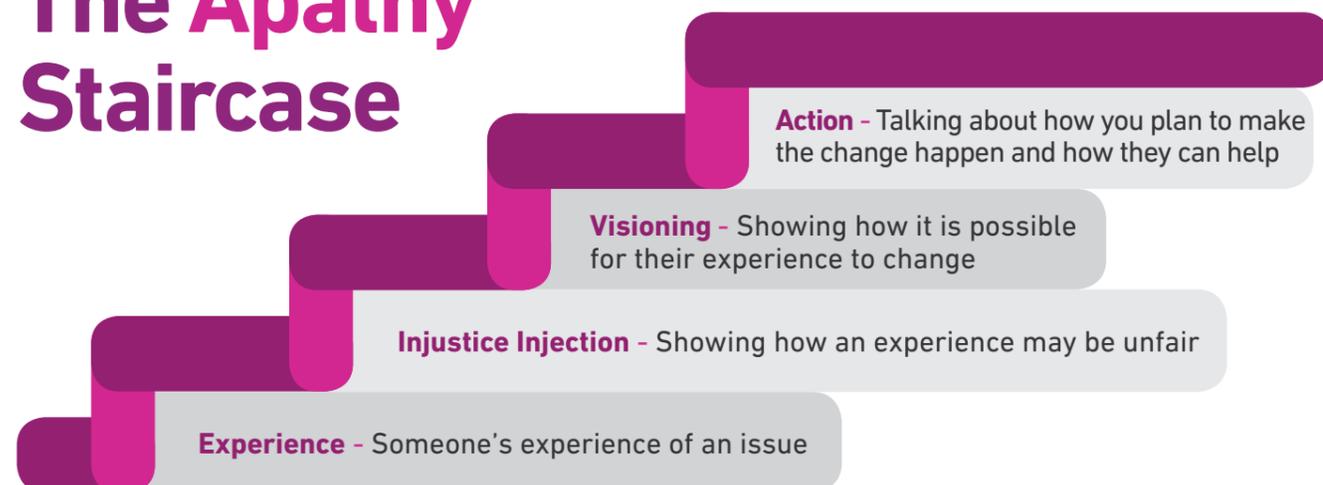
## The monitoring & evaluation checklist

☑ Evaluate, monitor and review the impact that your campaign is making/has made

☑ Learn from things that didn't work but celebrate and promote your successes

☑ Don't just use evaluation as a paper exercise use it to inform future activities and improve the impact of your campaign

☑ Communicate what has happened

## Some key monitoring & evaluation questions;

- **What are we doing well?**
- **What is going ok?**
- **What didn't work so well?**
- **What improvements could we make?**
- **What was supposed to happen, what happened and why were there any differences?**
- **What knowledge have we gained?**
- **What did you learn and how would you do things differently in the future?**

## The Apathy Staircase

**Action** - Talking about how you plan to make the change happen and how they can help

**Visioning** - Showing how it is possible for their experience to change

**Injustice Injection** - Showing how an experience may be unfair

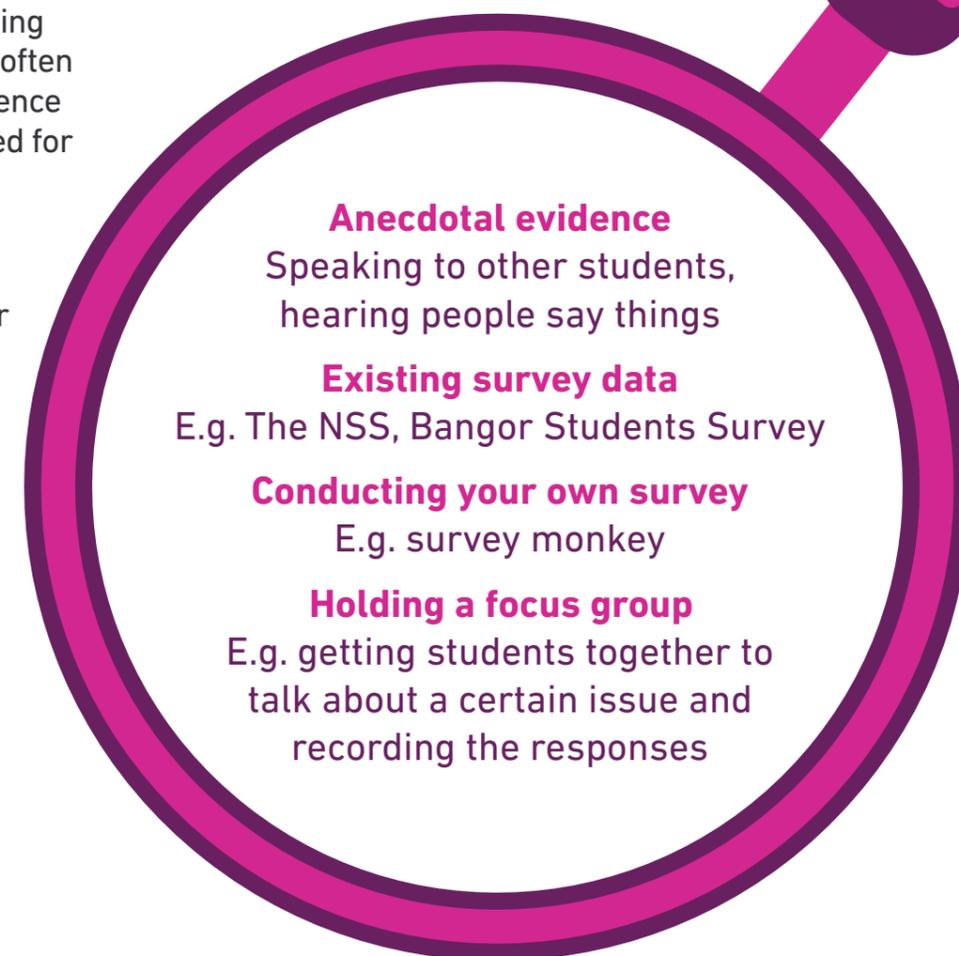**Experience** - Someone's experience of an issue

## ENGAGING WITH PEOPLE!

- Use social media
- Do lecture shout outs
- Engage with student media
- Use your peers
- Co out and talk to people!

# GATHERING EVIDENCE

To aid you in influencing decision making it is often useful to gather evidence that supports the need for change.

There are lots of different places and ways you can look for and collect evidence.

**Anecdotal evidence**
Speaking to other students, hearing people say things

**Existing survey data**
E.g. The NSS, Bangor Students Survey

**Conducting your own survey**
E.g. survey monkey

**Holding a focus group**
E.g. getting students together to talk about a certain issue and recording the responses

**Top four tips when presenting evidence;**

1. Be accurate
2. Be balanced
3. Be constructive
4. Make sure it's depersonalised

IT'S NOT ALWAYS NECESSARY TO CARRY OUT YOUR OWN PRIMARY RESEARCH. YOU CAN OFTEN REVIEW RESEARCH AND EVIDENCE THAT HAS ALREADY BEEN GATHERED