

Campaigning / Making a change

Students' Union UCL

What do you want to change?

- Think about the root causes of the problem.

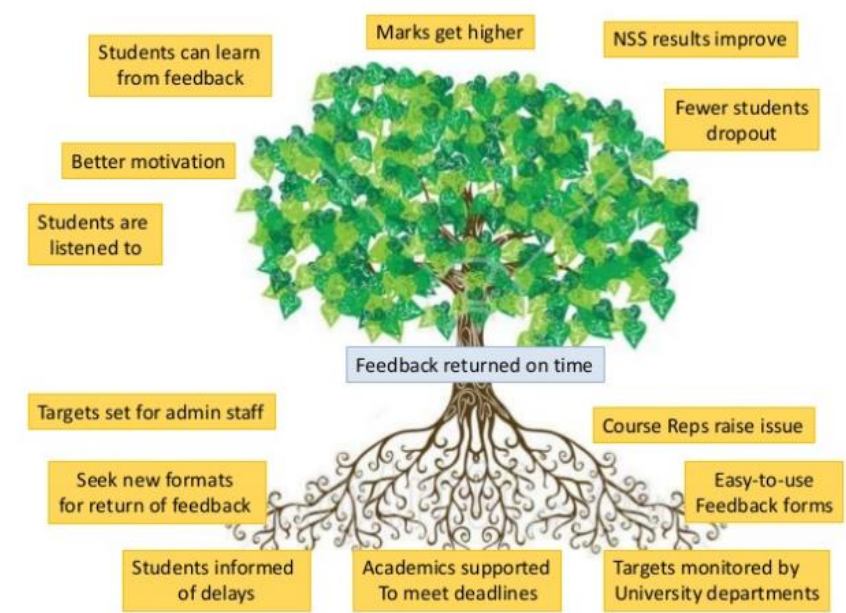
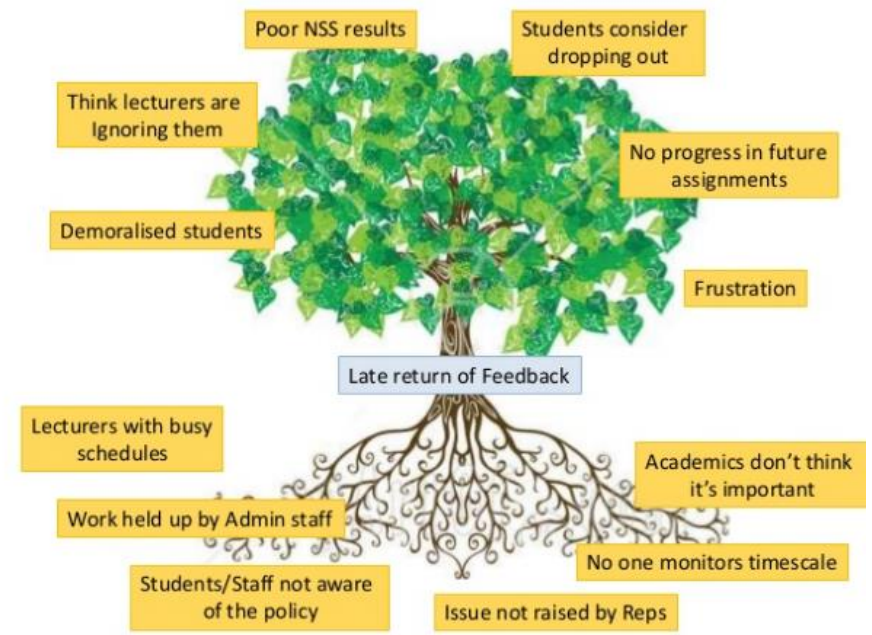
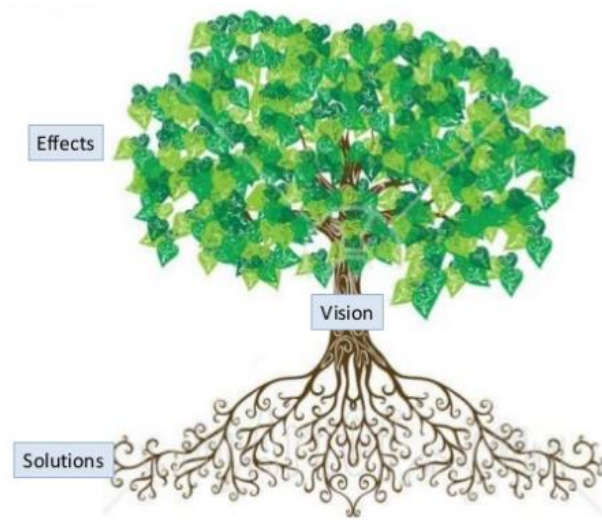
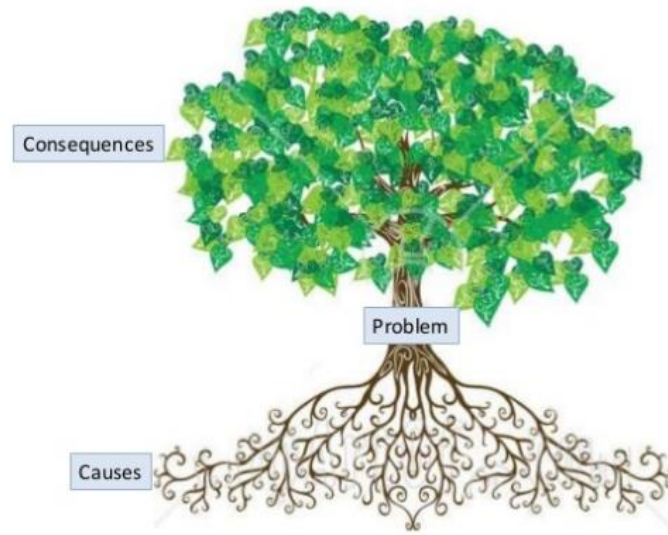


Now consider your solution:

What do you want to achieve?

What is your success criteria?

Who does it positively benefit?



Problem: What are the issues? Think about the root causes?	Solution: What is your vision?	This affects: Who is impacted by your campaign? Who would benefit?	Actions: Outline your next steps:
	Success Criteria: Change will stick when? Your campaign was successful when?		
	Strengths & Assets Who are your supporters and influencers? What help do you want from the SU?	Weaknesses & Barriers What are some obstacles I might face? Who opposes the changes? What are their drivers? Who or what are they influenced by?	

Feedback

Questions