

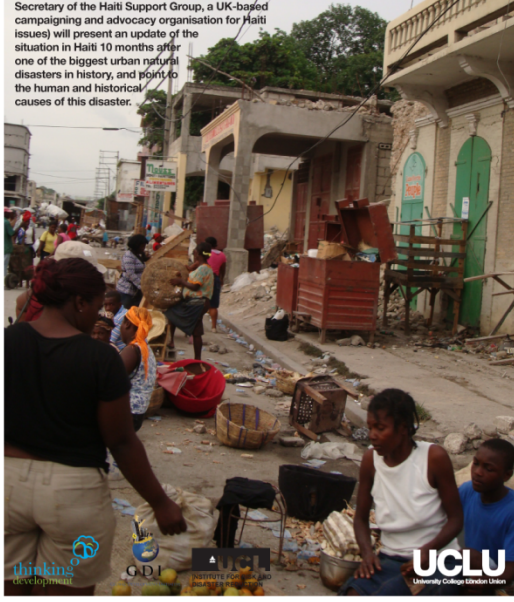
An introduction to Campaigning



UCLU Haiti Week

15th -19th November 2010

Introducing Haiti, 10 Months On
 Nov. 15th, 5.30pm, Christopher Ingold Auditorium
 Prof. Andrew Leak (UCL French department and Secretary of the Haiti Support Group, a UK-based campaigning and advocacy organisation for Haiti issues) will present an update of the situation in Haiti 10 months after one of the biggest urban natural disasters in history, and point to the human and historical causes of this disaster.



**SAVE
HEALTH
CENTRE!**



Don't forget my
feedback
 The full picture is at:
ucl.org/feedback

DEMO2012
 MARCH: NO FEES, NO DEBT!
 21.11.12
UCLU.ORG/DEMO2012
 UCLU

Why do we run campaigns?

- Why do you think people run campaigns and what is a campaign?
- There is a difference between raising awareness and creating change.
- A campaign should seek to create a positive change.



Campaign video

You can be original...

[http://www.youtube.com/watch?
v=2lXh2n0aPyw](http://www.youtube.com/watch?v=2lXh2n0aPyw)

The Problem Tree

- Write the issue in the Tree's Trunk.
- Write what causes the problem amongst the Tree's roots.
- Write the effects of the issue on the leaves.



Campaigns tactics



- Think about the different types of tactics that can be used in campaigns.
- Now think about the pros and cons of a couple of those tactics
- You can use a variety of tactics of a campaign but its important to know when and how to use them effectively.

Campaigns tactics being creative

Whatever tactics you decide to use its important to think creatively.

Campaigning should be fun for you and the people you get involved.





Example: Stopping the shark cull

These campaigns began in response to the Western Australian government plans to catch and kill any shark 3m or over that comes within 1km of a Perth beach.

**HE SURVIVED
A SHARK ATTACK
NOW HE'S
FIGHTING FOR
THEIR LIVES**

"The ocean is not our backyard swimming pool and we shouldn't expect it to be one... Its inhabitants need protection from those that would do it harm." Paul De Gelder

A photograph of a man with a shark bite on his arm, standing shirtless in red shorts. The man is bald and has a tattoo on his left arm. He is looking directly at the camera. The background is a plain, light-colored wall.

 animal liberation victoria



STOP
CULLIN'
BARNETT

CULL
POLLIES
NOT
SHARKS

ME!!

SAY NO
SHARKS

Do you think there's
intelligent life up there?



Example: 'Sleep with the right people'

- Part of a wider campaign which calls to boycott a number of hotels who have poor working conditions for their lowest paid workers.
- 'Sleep with the right people' is a sub-campaign organised by members of the LGBT community to support the wider campaign.

Don't get caught in a bad hotel

- This action from San Francisco shows how direct action can be fun;

<http://www.youtube.com/watch?v=-79pX1lOqPU>

1,000 PEOPLE
EVERY DAY ARE
KILLED
BY ARMS

1000 PEOPLE
EVERY DAY ARE
KILLED
BY ARMS

1000 PEOPLE
EVERY DAY ARE
KILLED
BY ARMS

THE END....

QUESTIONS?