**Campaign Strategy Planning**

Campaign name:

Lead student(s):

**Campaign background:**

What are the issues behind the campaign? Why is it important? Who does it affect? What’s the historical context?

**Aim:**

A one sentence summary of what the campaign aims to bring about. What is the aim of the campaign? What is your overall goal?

**Objectives:**

What do you need to complete to achieve the aim? What are the individual goals that need to be achieved? Think of the short- or long-term results of all your work.

**Evidence base:**

A place to keep all your research incl. News articles - What is your evidence base for the campaign? Can you quantify the problem? Do you have individual stories/case studies? What is the cost of action/inaction? Consider which format is most appropriate for different audiences - you may need more than one version of the same information.

**PESTLE Analysis:**

It’s important to consider different contexts that could potentially impact the progression and direction of your campaign - a PESTLE analysis is a useful way to keep track of different external factors that may affect you. If you don’t believe an external factor is relevant to you, don’t feel obliged to fill in the section.

|  |  |
| --- | --- |
| **Political** | **Economic** |
|  |  |
| **Social** | **Technological** |
|  |  |
| **Legal** | **Environmental** |
|  |  |

**Targets:**

Who are the people you need to target through your campaign? Who is it that has the power to make the decisions in your campaigns favour? These are the people you need to sway in order to create change.

**Allies:**

Who will be your ally? Consider other student groups, local communities, other charities, Students’ Unions, University staff that will be supportive of your campaign.

**Resources:**

What resources do you have? Don’t forget about people power, individual skills (e.g., Photoshop, negotiation) and time!

**Activities/inputs:**

What events, meetings, petitions, collective action, lobbying are you going to do throughout the campaign to complete your objectives?

**Timeline:**

It’s super important to map out when you’ll be doing different stages of the campaign. Timelines are perhaps one of the most important things to do, as it helps lay out when you need to start planning or delivering on things, and it helps you be realistic about how much you can do in the time you have.

There are lots of different tools you can use to plot your timeline, and there’s no one size fits all. For example: Shared Google calendar between you and your campaign team

GANTT chart (free download [here](https://www.officetimeline.com/timeline-template/gantt-chart-download))

**Communications & messaging:**

How will you communicate your campaign including progress, wins, activities etc? Think of your different audiences, e.g., students, targets, allies.

*Key messages*: What do you want people to know? Keep it as clear as possible!

*Communication platforms:* What platforms will you use? Facebook / newsletters / local media

*Networks:* Don’t forget word of mouth! What are the networks of people you have outside of your campaign team?

**Contacts:**

Who are the key contacts for your campaign? Keep a list of them here.

|  |  |  |
| --- | --- | --- |
| Name | Email | Position/Relevance |
|  |  |  |
|  |  |  |
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**Risk Assessments:**

All events and activities you carry out must have a risk assessment! Campaigns are nothing without people, so we want to keep people safe. Make a copy and fill it out for every activity/event.

**Evaluation:**

It’s important to evaluate the overall campaign at the end, but also evaluate each campaigning activity or event to learn lessons from them. Include what went well, what didn’t go well, what you can do in the future, and most importantly, what was the impact.

**Actions:**

You can keep a list of actions here to ensure your campaign continues moving forward. Don’t forget to include who is doing it, and when it’s due by.

|  |  |  |  |
| --- | --- | --- | --- |
| Action | Who | Deadline | Updates |
|  |  |  |  |
|  |  |  |  |