Democracy &
Campaigns Manager @
SUBU

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Students' Union
Bournemouth University

BECOMING A CHANGEMAKER


Changemaking is intentional activity that moves us towards a more just, inclusive and sustainable world

Gain insights in how impactful change happens

Learn how to plan and start your own campaign



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WHAT IS A CAMPAIGN?

Oxford Dictionary definition: "work in an organised and active way towards a particular goal, typically a political or social one"

Campaigning is about identifying the source of a problem, and who has the power to change it, then mobilising people and organising actions to influence or force the change you want to see





Campaign Examples



The **Say My Name** safety pledge was created to give students a chance to be seen and recognised in all University settings, focusing on the use of chosen names and pronouns

The **Environmenstrual Collective** was created to promote sustainable sanitary products and to lobby our commercial services to stock student cost-friendly products



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The **Ban Smoking and Vaping** on Campus campaign was created to lobby the university to – you guessed it - ban smoking and vaping on campus





The **Safer Crossings Around Campus** campaign was created to lobby BU and BCP Council to provide safer crossing points around campus for disabled students

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Planning a campaign

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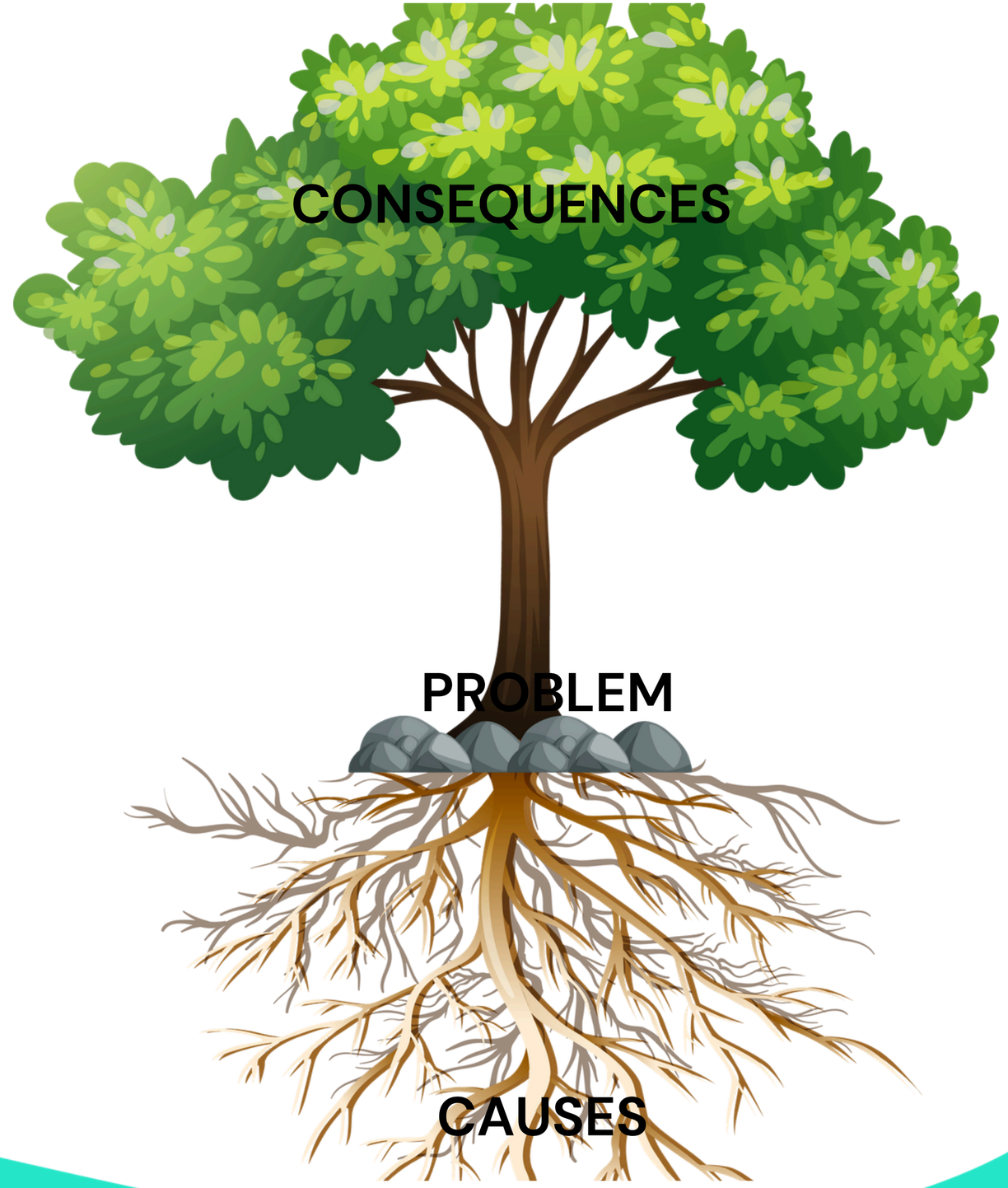
PLANNING A CAMPAIGN

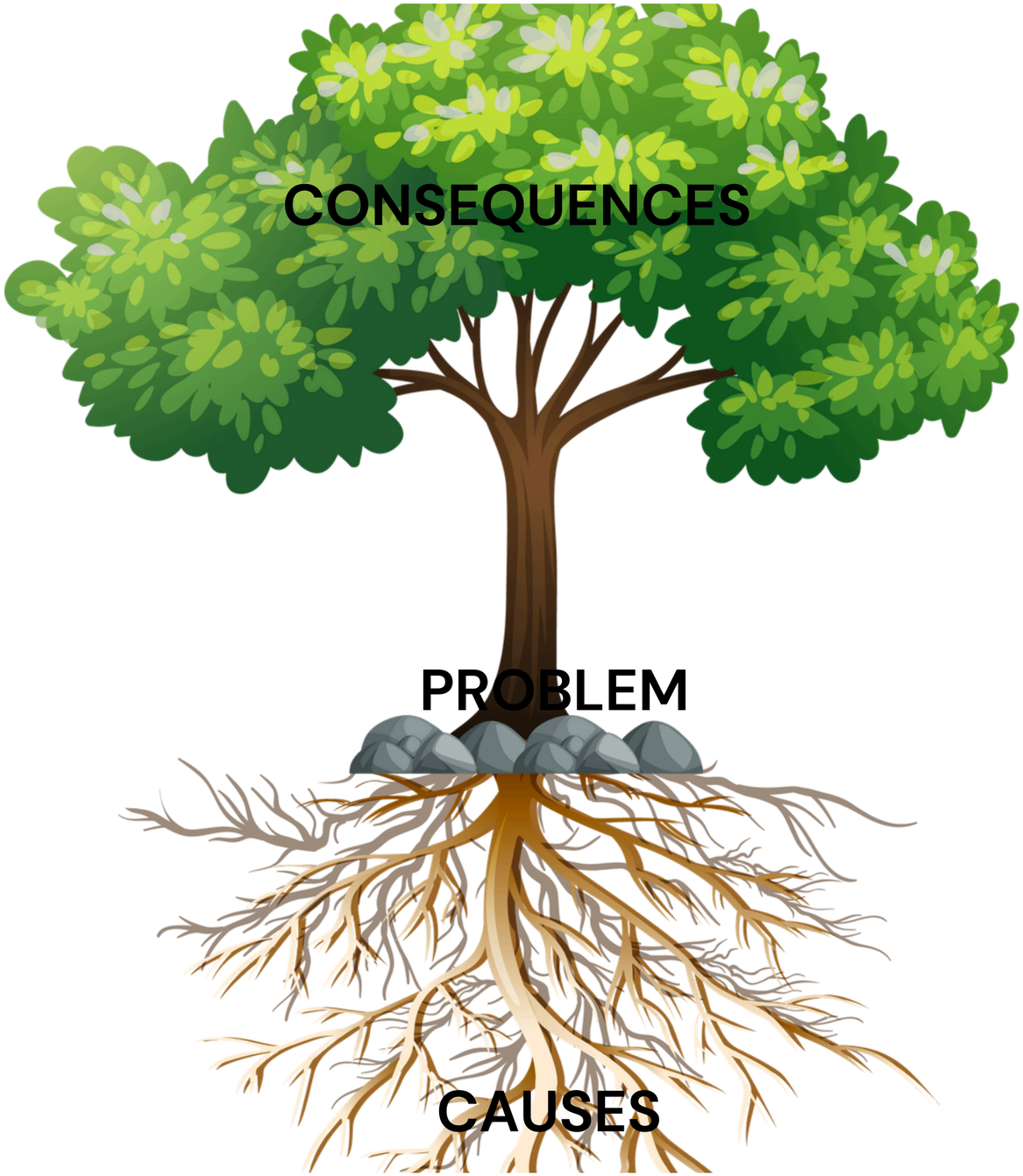
1. Identifying the issue
2. Aims and objectives
3. Power mapping
4. Lobbying
5. Action
6. Communication



Identifying the issue

Before starting your campaign, you should pinpoint exactly what you want to change. Think what is the issue and why is it a problem? The problem tree can help with this.
Once you have identified the root cause of your problem, you can turn them around and find solutions which can start to form the basis of what you want form your campaign





Write down the consequences of the problem in the leaves of the tree.

'Missed education, physical and mental health complications, stigma'

Write down the problem or issue you want to talk about across the trunk of the tree in one sentence.

'Students who menstruate find themselves struggling to afford menstrual products'

Write down the causes of the problem at the root of the tree

''Cost of period products, cost of living crisis'

Aims and objectives

Your campaign aim is the overall, general statement that sums up the change you want to make. Your campaign objectives are the number of smaller specific steps that help you reach your aim. Your campaign objectives should be **SMART!**



Specific

What do you want to achieve? You should be able to sum up your objective in one sentence



Measurable

How will you measure your success? Success should be visible



Achievable

Is it realistic? Remember to start small and build up and take possible barriers into account



Resources

What do you need to make it happen? This could be from staff support to banner materials and funding



Time-Based

Think about how realistic your timescale is. Again, including all possible barriers



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Example

Problem: ‘students who menstruate find themselves struggling to afford menstrual products’

Campaign Aim: to get the university to provide free sanitary products for students

Campaign Objectives:

1. To provide a minimum of one menstruation station in per building on campus
2. To provide sustainable period products
3. Get the university to provide a yearly report on the usage of menstruation stations

These objectives are **SMART!**

You can have as many or as little objectives as you need!

Power mapping

Power mapping is working out who your targets and allies are; who you will focus your attention on and who can help you along the way.

Direct Targets: The person or the other entity that has power to grant your demands.

Indirect Targets: The person or other entity that can influence or persuade the direct target to grant your demands, can influence decisions and raise awareness.

Ally: Another person, or group that shares an interest with your campaign issues. They can influence, or persuade, a target to grant your demands. The more people supporting and backing your campaign the better.



Power mapping

Campaign Aim: for the university to provide free sanitary products for students



Direct Targets *The person or the entity that has the power to grant your demands - the decision makers*	**The University**
Indirect Targets *The person or other entity that can influence or persuade the direct target to grant your demands, can influence decisions and raise awareness*	**Students who menstruate** **The Students' Union**
Ally *Another person or group that shares an interest with your campaign issues. They can influence or persuade a target to grant your demands*	**All other students**

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Lobbying

Definition - *'to seek influence (a legislator) on an issue'*

Basically, getting your direct target to make the changes you want to see



Things you can to do Lobby

- Meeting face-to-face
- Sending letters and emails
- Social media
- Evidence and research
- Petitions



'I'll give you £5 if you tell Mum you'd rather Granny doesn't come for Christmas'

Other forms of action



Boycotting

Stunts

Demonstrations

Public meetings







Where should I start?

Start by lobbying your direct target

If that doesn't work

Try a letter writing campaign/petition

If that doesn't work

Mobilise hundreds of students to march/do a stunt

TIP! Good tactics can often involve humour, stark messages and humanising stories.

Communication

Communicating your campaign not only helps raise awareness, it will also build more momentum and encourage those passive targets to become active allies, helping you make the change you want to see.

Social media

This is a great way to not only raise awareness of your campaign and keeping people up to date but you can also lobby your direct target.

The press

The press can be an effective way of raising awareness of your campaign, gaining momentum and lobbying your direct targets



Planning a campaign

1. Identifying the issue
2. Aims and objectives
3. Power mapping
4. Lobbying
5. Action
6. Communication

Thank you

SUBUdemocracy@bournemouth.ac.uk
1st Floor, Student Centre

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