

Campaigning at KCLSU

What does it mean to campaign as a member of KCLSU?

Every student at King's is automatically a member of KCLSU, which means we have a membership of around 27,000 students. Together, we have a strong and powerful voice, that when united can bring about big changes.

Recent campaigns have seen the University and Government change their practices. For example, Freeze the Fees saw the University agree to not raising tuition fees for home students in 2017/18 and the Boycott the NSS campaign sent a powerful message to the Government about their position on the Teaching Excellence Framework.

Campaigning at KCLSU means working together with other members to transform the University or wider world to make the lives of students better. When you campaign as part of KCLSU, you have access to resources and support and the ability to communicate your campaign to thousands of our members. If you want to find out more about the support on offer, contact campaigns@kclsu.org.

How do you campaign as part of KCLSU?

We have a diverse membership, with lots of different viewpoints so from the outset it's important that when we campaign as part of KCLSU, the campaign has democratic legitimacy that proves our members support the campaign.

There are three ways this can happen:

- If the campaign is on an elected officers manifesto- If a campaign is on one of our six full time sabbatical officers or one of our seven part time association lead officers manifestos then it is automatically supported when they are elected as our membership has voted for them and their manifesto pledges.
- If a campaign idea reaches a threshold of online support – Any student can submit a campaign idea through our website – then it becomes a legitimate campaign when it has the backing of 150 KCLSU members, who sign the online petition. If the campaign is supported by an association, 75 members of that association need to sign up to show their support. You can vote as both a KCLSU member and as part of an association, if you self-define as being part of an association. If you have any questions about our associations, email campaigns@kclsu.org
- If it is previous student council policy - Up until September 2016, an elected Student Council set KCLSU campaign policy. If you want to pick any of these up, you can find out more by emailing campaigns@kclsu.org

Who is responsible for making the campaign happen?

Ultimately, students are responsible for making campaigns happen but you will be supported along the way. The person who submits the campaign idea is usually considered to be the lead student.

What does it mean to be a lead student?

Being a lead student doesn't mean that you have to be responsible for leading the whole campaign, if you don't want to. Rather, it means that you are the main point of contact between KCLSU staff and the campaign team. You are also responsible for making sure that the campaign is run within our agreed boundaries.

What are the stages of the campaigns process?

Submitting your campaign is the first step in getting your campaign off the ground. Campaigning can be a long process but we want to get the set up as quick as possible. The process below sets out the different stages so you know what to expect.

Step One: Submitting your campaign

Once we receive your campaign submission, we have to make sure that it is in line with our charitable objectives so your submission gets sent to the President of KCLSU. You should hear back within 4 working days. Whilst waiting to hear, you're responsible for signing the student agreement that the campaigns coordinator will send to you. The campaign cannot go ahead until we receive that.

Once we have got your signed agreement and the sign off from the President we will then create the campaign webpage which again should take no longer than four working days.

Stage Two: Getting support for your campaign

Once your campaign petition goes live, it will last for 100 days. There will be a countdown on the page to let you know how long it has to go. The campaigns coordinator will get in touch with you with guidance and support about how to collect signatures and the KCLSU marketing team will publicise the campaign too.

Once your petition is launched, you can also have access to banner making materials and a megaphone.

Stage Three: Developing your campaign

Your campaign becomes officially supported when it passes its threshold.

The key things to do are to organise a team of people who want to be involved, start planning your strategy and get your campaign out there. You will receive support, training and guidance from the campaigns coordinator in order to do this.

What if someone disagrees with a campaign that is supported by KCLSU?

If people feel that a campaign shouldn't have backing from the membership, and the money and resources that comes with that, then a campaigns support can be overturned by calling a referendum.

If you want to find out more about calling a referenda or overturning a campaign, please contact campaigns@kclsu.org.

Additional Resources that are available to you:

Our website has an ever-growing wealth of resources including our campaigns guide and tactic sheets. We also have a full time campaigns coordinator to help with any questions or queries you have. Just email campaigns@kclsu.org if you have any questions.