Group activities and events

This handout details all the different types of groups activities you can do as part of your campaign such as holding workshops, running craftivism activities and performance evenings.

Contents

Group activities and events.................................................................................................................................................1

KCLSU spaces, venues and bars .................................................................................................................................2

Workshops...........................................................................................................................................................................2

Craftivism............................................................................................................................................................................3

Exhibitions...........................................................................................................................................................................8

Performances/Singing/Film screenings............................................................................................................................9

Solidarity events such as a solidarity demonstration or solidarity breakfast.............................................................10

Holding a stall......................................................................................................................................................................11

Attend existing events and speak about campaign.......................................................................................................11

Celebrations/Celebration evening....................................................................................................................................12
There are loads of different group activities and events you can hold as part of a campaign and a few are listed over the next few pages.

For all of these, you can use the room booking guidance to help you find a suitable space for your needs. Alternatively, if you would like to book any KCLSU space, the following contact details apply:

**KCLSU spaces, venues and bars**

The Vault ([TheVault@kclsu.org](mailto:TheVault@kclsu.org))
Philosophy bar [venues@kclsu.org](mailto:venues@kclsu.org)
Guy’s Bar ([guysbar@kclsu.org](mailto:guysbar@kclsu.org))
The Shack ([hello@kclsu.org](mailto:hello@kclsu.org) or [strandhub@kclsu.org](mailto:strandhub@kclsu.org))
The Spit or The Shed ([hello@kclsu.org](mailto:hello@kclsu.org) or [guyshub@kclsu.org](mailto:guyshub@kclsu.org))

**Workshops**

Workshops are a great way of getting people together to work up and develop a campaign. They are often consists of information sharing sessions such as someone delivering a presentation on a topic, and then breakout sessions where people can work together to develop an idea or action.

They can be particularly good to get a group of people together who have missed experience and knowledge about a campaign as it allows them to learn things about a campaign and work with others to create something and share knowledge.

**Planning your workshop**

1) Decide who you are going to invite. Are you wanting to keep this to just key members of your team or make it a larger event for lots of people? This will dictate who you approach and how they get involved. It’s worth thinking about how you can make sure everyone is involved. Have you thought about appropriate times for people with caring responsibilities or how they might get involved if they can’t attend the session.

2) List the topics you want your workshop to cover. This could be focused on a particular topic like climate change campaigns or working conditions of graduate teaching assistants (GTAs) with a few sessions on different aspects over a number of hours, or you could just focus on one aspect depending on how long you have. For example:

   **Workshop title - Climate Change**

   **Session one – 11-11.45 Presentation - What is climate change?**

   **Session two – 11.45 – 12.30 Presentation - What can you do about climate change on campus?**

   **Session three – 12.30 – 13.15 Break out – Planning for an climate change campaign action on campus.**
3) Find a suitable venue. Think about the right place to have your workshop. You want somewhere that is easy to get to. KCLSU has free bookable spaces for large and small groups of people with rooms that have AV capability. You can see more about the rooms we have available at kclsu.org/bookaroom

4) Think about who will deliver the workshop. If you have the expertise within your group to deliver the workshop then make sure you block out the time early in everyone’s diaries so there are no conflicts. If you need to use the expertise of someone outside the group then make sure you approach them early enough to be involved.

5) Map out the agenda for the workshop. Think about what exactly you would like to cover on the day. There are lots of template session plans online that can help you plan out your time and make sure you have everything you need to carry out your session.

6) Publicise your workshop. It’s always worth writing a specific communication plan for any big events you are running so you can think about how to publicise an event with enough time to get people to attend. If you know who your intended audience is, think about the different places they get their information from – particular websites or social media channels – and then tailor the information about the event to fit with that. Don't forget to fill in an event promotion form so the KCLSU marketing team can post about your event.

7) Let attendees know what you have planned – Some people find going to large events intimidating and anxiety producing so it’s good to give attendees as much information about the day as possible. This can also be true of people who might have mobility or other impairments. For example, it's part of your workshop going to contain exercises when people have to get up and move around the room, or will there mainly be presentations. You can use our handy checklist to make sure you cover everything.

8) Make sure you have everything you need the night before and that everyone (speakers and attendees) know where they need to be and when.

9) On the day – get to the venue early, if you can and make sure you have the room set up how you would like. Think about how you would like to arrange the chairs – in one big group or if you want people to work in breakout spaces, move the chairs to be in smaller groups. Welcome everyone to the event and set out what you hope to achieve. If it's a long session, you might want to cover basic ‘housekeeping’ information such as fire exits, where the toilets can be found and when any breaks are scheduled in.

10) After the day - Follow up any action points and thank the attendees.

Craftivism

What is craftivism?

Craftivism is activism through craft. Craft has been an important element to activism for many years, from things such as trade union and protest banners to political art works. The founder of the recent Craftivism Collective defines it as “craft as a tool for gentle activism aimed at influencing long-term change”.

kclsu
Our Students' Union
Craftivism often allows participants to develop their activism through quieter reflection rather than through more active and loud actions like demonstrations and protests. It can be a good action to explore for those who may be unable to attend protests or demonstrations due to safety concerns or access requirements which prevent people from physically attending marches. It can also be a good thing to do for those that feel ‘burnt out’ by campaigning through more traditional methods.

What do you need for craftivism?

- Craft materials – the list is relatively endless and really depends on your imagination but there are so many things you can use; pens, paper, sequins, fabric, milk bottle tops, dried flowers, felt tips, buttons, sewing kit, chalk, glass paint, spray paint, pages from newspapers and magazines, ribbon, felt, tissue paper etc etc

- A space to craft – there are great spaces in Bush House and at our Guy’s campus including large activity rooms or our café area at The Spit. You need somewhere big enough that you can set things up so you can work freely and also a place where you can wash up afterwards! You can book these free KCLSU spaces through our website at kclsu.org/bookaroom

- Let people know what you are doing – spread the message to people so they know how to get involved. Share through all your social media channels and don’t forget to fill in the KCLSU event promotion form at so we can tell all of our KCLSU members about your craftivism event.

- Publicise it when it’s done – There are many ways you can display your craftivism creations. It may well be that you have created something purely for display which means just finding a good place to show off all the excellent work that’s been produced. It could be that you have created something that will be part of a bigger action, for example banners for protests or decorated postcards you are sending to a target. Whatever it is, make sure you take pictures and share them on social media so that your supporters can see what you’ve been up to.

Some useful questions to think about for planning a craftivism session?

- Who are you trying to target? Think about who your target is and what things might be relevant to them and what might make supporters excited to take part in it.

- What tone are you trying to communicate? Reflect on if you want to be funny, hard hitting, moving or uplifting. This will shape the kind of craftivism you end up doing.

- Who is going to see it? If it’s just going to go straight to your target then you might want to do something different than if you are putting it up somewhere public. This will also have an impact on the size and scope of what you end up doing.

Some examples to get you thinking?

Banners and flags at protests
(This banner was commissioned by Historic England and was created by the London College of Fashion and artist Lucy Orta to work with the last residents of Holloway Prison to make a banner for PROCessions, a mass participation art event marking the centenary of some women getting the right to vote)
(Flags created for the Processions march celebrating 100 years since some women got the right to vote)
(Mind campaign called ‘A positive note’ encouraging supporters to send letters to MPs encouraging your them to help improve the lives of people with mental health problems.)

(This was part of a living wage campaign run by Share Action and Craftivism collective where people stitched into hankies which were sent to the board of M and S as part of a campaign to give workers the living wage).
Exhibitions

What are exhibitions?

Exhibitions are a display of information, images and items that relate to a particular issue or topic.

How can they be used as part of a campaign?

Exhibitions can be used to raise awareness about a campaign, such as detailing the history of a campaign issue or displaying things that have been generated by the campaign such as craftivism items.

They can be used to mark an event which can be turn used to highlight a current campaign. For example, hosting an exhibition to mark 100 years since women were initially given the right to vote to highlight women who are still disenfranchised in the present day.

How do you organise an exhibition?

Decide what you are going to exhibit – First things first, you need to choose what you would like to exhibit. Will it be mainly displaying posters and information that people need to read or will it be showing art and artefacts. If you are going to be relying on people to produce things for the exhibition, make sure people know exactly what their roles are and what is expected of them and by when. Don’t forget to think about printing costs when

Find a suitable space – There are lots of places around campus that would be great as an exhibition space. There are bookable exhibition spaces at both Bush House and you can also book out The Spit and The Shack. KCLSU also provide poster boards which can be booked out if you use our spaces.

Tell people about it – An exhibition is only any good if people turn up to it so make sure you have a comprehensive communications plan in mind so that it’s a big success. One way to get the exhibition on the map is to hold a launch event. This could include food and some short speeches from the people involved in creating works for the exhibition or from someone who knows a lot about the campaign subject matter.
Performances/Singing/Film screenings
How can performances singing and film screenings be involved in campaigns?

All of these things are attention grabbing, raise awareness of an issue and bring people together which are key things needed for any campaign action.

Examples of performances used in campaigning

Performances have been used in campaigning for many years.

Companies such as the Bread and Puppet theatre company were set up in the 1960s to communicate complex ideas about community problems to children through theatre and performance. Plays and films by experimental theatre groups such the Theatre Workshop who developed the anti-war play 'Oh, what a lovely war' have been used as tools for political education and to get people talking about issues. More recently, the play The Jungle was performed in London which highlighted the stories of people in the camps in Calais.

The ‘Theatre of the Oppressed’, created by activist and theatre producer Augusto Boal, explores political issues by getting the audience to be active participants in the performances to allow them to analyse, explore and ultimately transform the situations they are living in.

Putting on a performance - If you would like to put on a performance, there are a number of bookable KCLSU spaces you can use. You can find out more by looking at kclsu.org/bookaroom or use the room booking guide.

If you aren’t comfortable putting on your own performance but would like to work with a group who would be, you could contact some of our music, performance and creative societies or contact campaign@kclsu.org

Examples of signing used in campaigning

Singing during meetings, vigils and protests have been seen in some across many local, national and international campaigning movements for centuries. There is also a long history of ‘street choirs’ including those that emerged from the socialist and labour movement to more recently choirs consisting of refugees and asylum seekers.

If you would like more information about how to use this technique in your campaign, contact campaign@kclsu.org.

Examples of film screening used in campaigning

Films that cover issues that are pertinent to campaigns can be a good opportunity to get people to learn more about the campaign and the people involved. The Justice for Cleaners campaign screened the ‘Limpiadores’ film which looked at the experiences of cleaners at SOAS.

Putting on your own film screening - If you would like to put on a film screening, there are a number of bookable KCLSU spaces you can use. You can find out more by looking at kclsu.org/bookaroom or use the room booking guide or refer to the contact details at the start of this section.
Solidarity events such as a solidarity demonstration or solidarity breakfast

What is a solidarity event?

Solidarity events are usually things help in a show of support or solidarity for others. For example, you might not be able to attend a demonstration that is taking place for example if you are physically unable to be there, but you could hold a solidarity event to show that you are in support of people who are at the event and the campaign they are running.

This could also extend to solidarity events such as solidarity breakfasts where you might invite people you are campaigning with/on behalf of to share some time with you outside of more high impact campaign tactics like strikes or marches.

If you want to hold a solidarity event – If you want to hold a specific event in solidarity with others as part of your campaign, contact the campaigns coordinator on campaign@kclsu.org to discuss the specific elements of what you have planned.
Holding a stall

Stalls are a great way to physically highlight the presence of your campaign. It can consist of giving out information or asking people to sign up to an action like a petition or letter.

Top tips to holding a stall:

- Think about events where your supporters or potential supporters might be and book a stall there. For example, if your campaign is on an issue within a local area, look for fairs or events that you can attend and set up at. KCLSU has a number of stall locations that you can book for free including at The Spit which sees a high footfall from students.

- Make sure the stall is well stocked- If you are going to be holding a stall, you will need to try and stand out so make sure your stall is well branded and you have flyers or other bits of information that people visiting your stall can take away.

- Always have an ask- Giving out information is great but what you need people to do is actually do something with that information. Whether that is going to speak to their local MP or emailing a member of the KCL Senior Leadership team, make sure you have something to get people to do so they are engaged and involved in your campaign.

- Practice what you want to say to people – It’s unusual for people to make their way towards a stall which is why making sure your branding is on point. Even with that, it’s really important to make sure you feel comfortable and confident with what you would like to tell people about the campaign. Make sure you have your facts and figures up to date and don’t be embarrassed to practice what you say in front of a mirror. It can help get your comfortable.

Attend existing events and speak about campaign

Why go to all the hard work of arranging a specific event to talk about the campaign where there could be existing ones you can attend and tell people there!

KCLSU has hundreds of societies, activity groups, academic associations and networks that host loads of events throughout the year. You could look on kclsu.org/societies to find a group holding an event and ask to attend to speak at it where you can talk about your campaign.
Celebrations/Celebration evening

Celebration evenings can be a great opportunity to sit back and reflect with your campaign team and supporters on what you have achieved.

Whilst some people feel like you should only celebrate once you have one your campaign, that can lead to people becoming frustrated and burnt out so make sure you take the time to stop and celebrate the wins and progress your campaign has.

Examples of celebrations

- You could spend some time as a campaign team doing something fun like going bowling, crafting or sitting in the park. If you still want to make it about the campaign, you could always spend the morning planning your campaign and the afternoon having fun.

- Keep a log of all the small wins you have and then after a suitable time, sit round and talk about them as a group. When a campaign is up and running, it’s amazing how quickly things can just fly by so make sure you take the time to stop and congratulate yourselves for how far you have come.

- Celebration evenings can be a good chance for supporters, campaign team members and campaign beneficiaries to get together and celebrate. KCLSU have a number of venues that can be hired out for free so why not have a night to celebrate the campaign. If you are worried that you might not have enough people to attend, you could look to couple up with an ally society, network or other campaign.