Campaigning effectively
Objectives

• To understand what campaigning is
• To be able to articulate the causes and consequences of an issue you want to campaign on
• To identify your targets and allies
• To develop impactful campaign tactics
Campaigning and community organising

Communities work together to build things for themselves but when they can't change things directly, they can work together to change the practices of institutions by collectively campaigning.
Themes of the day

Creating strong student communities

- The importance of building community
- Understanding role and responsibilities as a leader of developing communities
- Mobilising your community to make change
- How to work together to make change happen
What do you think of when you hear the word campaign?
Think about a time you changed somebody’s mind about an issue or decision

• Why were you trying to change someone’s mind?
• How did you change their mind?
• What were some of the qualities you needed to change their mind?
• How did getting them to change their mind make you feel?
• What happened as a result of them changing their mind?
Campaigns cycle

1) Analyse the issue
2) Identify your allies and opponents
3) Pick your tactics
4) Develop your strategy
5) Monitor and review
1. Understanding your issue
2. Allies and opponents
Power analysis

Answer the following questions about the key target in your campaign:
1) Who are the five most powerful people when it comes to your campaign?
2) Do they have power over money, decisions, people or all three?
3) Who are the five most powerful allies?
4) What is the official decision-making structure when it comes to your campaign issue?
5) What is the ‘real’ decision making process? Is there influencing that goes on outside the official channels that you can influence?
6) Where do you sit in terms of the decision making process?
7) What are your most significant relationships inside the decision making process? Do you have relationships with the most powerful people? Do you know anyone who does?
8) Name five people you want to have meetings with to discuss your campaign
3. Campaign tactics brainstorm
Building a team

Get a team together

Use WhatsApp and Facebook to set up team pages and groups

Open meetings
Building a team examples

BOYCOTT THE NSS

NO NSS, NO FEES!
PUBLIC MEETING

Thursday 9th Feb - 6pm
Franklin-Wilkins Building 3.52 - Waterloo campus

What are the reforms?
Why are they so dangerous?
How can we defeat them?
What campaigns and tactics do students and staff need?

NSS data will be used to raise tuition fees - it’s part of a new Teaching Excellence Framework the Government is pushing. It enough of us boycott the NSS we can help defeat it.
Research gathering

Freedom of information requests

Meeting with decision makers

Questionnaires and Surveys
Research and evidence gathering

This year, 253 self-funded students have asked for tuition fee extension. Only 90 were granted. That’s the equivalent to 12% of the maximum capacity of the Science Gallery, which cost KCL £33 million to develop.

Get involved at: kclsu.org/slicetheprice
Communications and Marketing

- Logos
- Infographics
- Flyers
- Open letters
- Signed public statements
- Social media posts
- Blogs and Vlogs
- Banners
- Posters
- Press releases and news stories
- Sending mass emails or letters
FAIR FUNDING FOR POSTGRADS

Funding should not be a reason why a student is unable to undertake or continue postgraduate study

Our campaign aims to:

1. Work with the university to expand the flexible payment plan for self-funded postgraduate students
2. Lobby for international student deposits to be halved
3. Lobby the university to trial the removal of the deposit fee for all postgraduate taught programmes
4. Lobby for greater provision of scholarships and bursaries

Tell us more about your experience by completing the survey about postgraduate funding at kclsu.typeform.com/to/uBJ5H
Group events

Workshops

Exhibitions

Celebration events

Holding stalls

Craftivism

Speaker events

Solidarity events

Workshops
Direct action

Stunts

Vigils

Boycotts

Walk outs

Strikes

Sit ins/Teach ins/Die ins

Demonstrations and Marches
Key things to consider when planning campaign actions

• Is now the right time to do this tactic?
• How will this tactic impact our group?
• What’s the key message we want to communicate?
• How will this tactic affect other groups beside our target?
• Will our tactic move us towards achieving the campaign aim?
4. Develop your strategy
KCLSU campaigns

Campaigning at KCLSU

- Online petition system
- Helps build momentum and support
- Receive funding
- Receive comms and marketing support

Sign this Petition

Proposed Campaigns

Proposed campaigns are ideas that have been submitted by fellow students. These ideas need either 150 student signatures or 75 signatures from students of the campaign lead’s chosen network(s). If they achieve one, or both, of these signature requirements, then the proposed campaign will become a KCLSU supported campaign.
What’s one thing you will take from this session and use next year?