Campaigns Officer Information

Contents

Campaigns Officer Information................................................................................................................. 1

What does it mean to campaign as a member of KCLSU?........................................................................... 2

How do you campaign as part of KCLSU?................................................................................................. 2

Who is responsible for making the campaign happen?.............................................................................. 2

What does it mean to be a campaigns officer?............................................................................................ 3

What are the stages of the KCLSU campaigns process?........................................................................... 3

Step One: Submitting your campaign........................................................................................................ 3

Stage Two: Getting support for your campaign.......................................................................................... 3

Stage Three: Developing your campaign................................................................................................... 4

What if someone disagrees with a campaign that is supported by KCLSU?............................................... 6

GDPR and Data protection........................................................................................................................... 7

KCLSU Hubs ................................................................................................................................................. 10

Funding guidance.......................................................................................................................................... 14

Using the website to email the people who have asked to Join your campaign:..................................... 19

Changing your email address....................................................................................................................... 23

Appendix 1: Skills Bingo............................................................................................................................ 25
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 37,000 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. Campaigns can also be supported by the whole membership and associations. 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.
Campaigning and bringing about change can be a transformative experience but can require hard work and dedication. KCLSU members will receive support and guidance at every step along the way from our campaigns coordinator. From helping you to develop a team, picking smart aims and objectives to delivering impactful campaign actions, our campaigns coordinator is here to help members bring about the change they want.

What does it mean to be a campaigns officer?
Being a campaigns officer 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 the agreed expectations as set out in the student agreement and detailed in the various stages of the campaigns process.

However, if over the course of the campaign you no longer want to be campaign lead, you can find someone else and we can change these roles over as soon as we receive a signed agreement from the new student.

The campaigns officer won’t be held responsible for the actions of the whole of the campaign group, as long as the campaign is developed following the agreed KCLSU campaigns process as set out below.

What are the stages of the KCLSU 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 and time frames 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 about whether or not your campaign can go ahead within 4 working days. If you submit your campaign on a Saturday, remember that those four days will start from the next working day, most probably a Monday.

During this time, you are 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. This should be completed up to four working days from when we confirm that the campaign can go ahead.

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. Once we get it live, the campaigns coordinator will send you some questions which we can use to make a news story and generate some momentum for the campaign.

You will receive support in getting signatures including a handout on top tips and the following support from the KCLSU marketing team:
• 1 Facebook post upon launch and then every week – the first post will go up within 7 days of the campaign launching

• 1 twitter post a week – the first tweet will be sent out within two days of the campaign going live

• News story when it launches and then one a few weeks before it expires

• Mentioned in officers update at least once – the campaign will be mentioned in the Officers Update that goes out the week the campaign launches.

Campaigns materials

Once your petition is launched, you can also have access to campaigns materials at both our Bush House campus and at Guys. The materials we have at both Guys and Bush House are:

- Badge maker
- Placard and banner making materials
- Craftivism materials

At Bush House we also have a megaphone and Loud speaker and microphone.

If you want to use these materials, it’s important to email either guyshub@kclsu.org or strandhub@kclsu.org (depending on which campus you want to pick the materials up at) letting them know that you would like to use the materials. Alternatively, you can turn up at the hubs desk and see if the materials are not being used.

The students who can access the campaigns materials are the campaigns officer and treasurer.

Please make sure you return them in a clean state, failure to do so may mean you can’t use them again.

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. Once the campaign passes it’s threshold, the campaign can have an initial campaigns funding of £150 for marketing and engagement. In order to be able to access this money you need to (1) Complete a strategy document (2) Have a campaign treasurer who is a member of KCLSU. Once the campaigns officer and treasurer have received their training and the strategy is signed off, you can start to get your campaign moving.

The following sets that out in a bit more detail but when your campaign reaches it’s threshold you will also be sent the campaigns guide which walks you through how to deliver a campaign step-by-step.

Marketing support available to you

As with your petition, we want to support you to spread your campaign message far and wide and will agree to share you campaign in the following ways:
• 1 Facebook and Tweet a week (if it’s appropriate)

• News story

• Access to the event promotion form to publicise your events and meetings

• Interview with campaigners or recordings of actions– this will be dependent on staff availability so it’s always useful to tell us as soon as you can of any opportunities

• Mentioned in officers update at least once

• Access to ‘KCLSU Supported Campaign’ logo and images to be used on material outlined in your strategy. Please email campaign@kclsu.org if you would like these.

Developing the campaigns team

Finding people who want to be involved:

The campaigns officer doesn’t have to be the person who is responsible for leading the whole campaign, they could be responsible for different parts of the delivery of the campaign. Some of this might be dependent on the number of people who are working on the campaign which is why building a team is so important.

Delivering a campaign takes time and effort so it’s vital to get a group of people together who want to work on the campaign. There are a few ways you can be helped with this:

• Once the petition becomes a campaign by crossing the threshold, we can support you to hold an open meeting. The campaigns coordinator can sit with the campaigns officer to start to discuss the next steps of the campaign and pick a time and date for the meeting. Then everyone who supported and joined the campaign will be invited. This can also be promoted by using the events promotion form on the KCLSU website which is available on our website at kclsubookings.org.uk/event-promotion You will also have your own room booking logins so you can book KCLSU spaces for your campaign. Further information about what rooms would be available is detailed in the ‘Working with hubs’ section of this document.

• Setting up a Facebook group for anyone who wants to be more involved is great way to get the conversation started about developing a campaigns team. Using social media and face-to-face interactions to find out who wants to be more involved is the ideal starting point. Once you have a good understand of who that might be they can be invited to the open meeting.

Deciding team roles and responsibilities

Deciding roles and responsibilities often depends on what the next steps of your campaign are going to be. Once the petition passes it’s threshold the campaigns coordinator can deliver
campaigns training to you and other interested team members so you can get a clear strategy together with agreed next steps. These next steps will help facilitate what roles/skills there might need to be in your campaign group.

Our ‘skills bingo’ sheet (Appendix 1) can be useful when deciding roles and responsibilities. The idea of this is that it highlights different skills that are useful as part of a campaigns team. This skills could be quite obvious for certain ‘roles’ or even just for tasks. Some of these skills might be held by a number of people or one person might have a few skills under their belt. This can also be influenced by how big your team actually ends up being. For example if you have a small team then someone might be in charge of all communications but if you have a few people you might want someone in charge of twitter and Facebook and someone else in charge with contacting media and press.

In terms of meeting and team discussions, Facebook and WhatsApp can be useful for sharing information. Whilst WhatsApp can be great for instant communication, sometimes it can also be a bit overwhelming if people are getting loads of notifications so Facebook can be good as you can choose to look at it or not. Things like Trello or Slack are useful free sites that can be useful for project management and file sharing which might help with the more operational running of a team.

Developing Tactics, Targets and messages

You will also have access to a Campaigns handbook which goes into more detail on each stage of actually developing your campaign, helping you identify who your targets are, what your key messages are for your campaign and what tactics you want to use.

Outlining your campaign actions on your campaign strategy is really important in order for it be democratically accountable to our membership. If you decide to undertake actions that are not outlined in the strategy, then it isn't deemed to be part of the campaign as supported by KCLSU. As a result, members involved in any action do so at their own risk. Your strategy requires four working days to be signed off so please bare that in mind when you are thinking about what you want to do.

It’s important to remember, for any activity that needs a risk assessment, this must be with the campaigns coordinator at least 10 working days before the event. For any activity that requires a trip, the trip registration form must be with the campaigns coordinator at least five days before the event.

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. This happens in two ways:

- If the campaign is supported by KCLSU members – a referenda is called which must receive 1000 votes. A simple majority of votes will decide if the support is removed or not.

- If the campaign is supported by a KCLSU Association – The committee of the respective association can decide to overturn the campaign.
Our [byelaws](#) set out in more detail the full referenda process. If you want to find out more about calling a referenda or overturning a campaign, please contact [representation@kclsu.org](mailto:representation@kclsu.org).

**GDPR and Data protection**

**What is personal and sensitive information?**

Personal information is defined as ‘any information relating to an identifiable person who can be directly or indirectly identified in particular by reference to an identifier’. What this basically means is any information that is clearly about a particular person and could identify a person out of a group of people for instance. Examples would include biographical information such as name, date of birth, phone number and email address. It can also extend to things like political opinions, student numbers and even their appearance or behaviour.

Sensitive information is personal data relating to an individual’s race, political opinions, health, religious or other beliefs, trade union records, sex life, biometric data and genetic data.

**Why it’s important to know this?**

You might take part in activities that will mean you collect and store personal and sensitive information of other KCLSU members. This means that your association becomes the “data controller” for this data. This guidance isn't designed to stop you doing that, rather it’s to make sure you collect it and store it in the right way.

**What are my responsibilities when it comes to data?**

**Collecting data**

If you are collecting data, you need to make sure you are open and transparent with the people whose data you are collecting. There are some four key things you need to make sure people know when collecting their data:

- **Why you are collecting the data** – Try and be as specific as possible with people as to why you are collecting their data.
- **What you are going to do with it** – Where you can, give examples of what you are going to do with it – is it to help come up with campaign asks, improve services or design policies. You need to stick to using the data for these purposes, you can’t think of new uses once people have submitted their details to you.
- **If you plan to share it with others** – We would recommend that you only share data with KCLSU departments and if you do share it you will have to make people aware of who you are sharing it with. This doesn't apply to if data is anonymous which is discussed below.
- **How long you will keep it for** – It is important to state how long you will keep the raw data for and stick to this timeframe. Six months to a year is a good timeframe. Put a reminder in your calendar to make sure you don’t forget to delete it.

**Storing data**

Any data that you collect must be stored securely. Ideally, this would mean:

- Storing data within password protected documents.
- Only one or two students involved in the campaign should have access to the password and data.
- Changing the password every time a new student takes over the responsibility of looking after the data.
- Shredding or destroying any paper documents with personal details on.
- Make it easy for people to ask for their data to be removed from any lists or files you have.
- Keep up to date records on how people want to be contacted as people have a right to ask not to be contacted by certain methods such as email or phone.

**What you need to remember when conducting a survey**

- Make sure you include the four key pieces of information in the opening statement of the survey; why you are collecting the data, what you are going to do with it, if you plan to share it with others and how long you will keep it for.
- Think about whether or not you need personal information from people taking part in the survey. Making it anonymous will limit the risk of sharing any personal or sensitive data.
- Make sure you get people’s explicit consent from them when you collect their information. For example:
  *I have read and understood the introduction to this survey and I consent to any information I enter to be used by XXX in the format as detailed above.*
  *Yes /No*

- If you want to keep your survey data anonymous then it can be shared more easily. In order to anonymise data, you must remove all data that could be used to identify an individual. This includes, but is not limited to:
  - name, email address, postal address (including postcode), IP address
- Even when sharing anonymous information, it’s worth considering if the data really needs to be shared as you don’t want to run the risk of sharing peoples data by accident.

**What you need to remember when collecting names and emails**

- Make sure you include the four key pieces of information on the form that you are collecting signatures on; why you are collecting the data, what you are going to do with it, if you plan to share it with others and how long you will keep it for.
- If you are collecting names and emails, try and collect them on a laptop/tablet and make sure the file is password protected and keep the number of people who know the password to a minimum.
- Destroy any paper copies of information, ideally by using a confidential waste bin. Please contact campaigns@kclsu.org for more information about accessing a confidential waste bin.
- If you are collecting signatures for a campaign, you can encourage people to sign up at the campaign webpage on the KCLSU website. If you want information to be passed on to people who have joined the campaign, you can send that information to campaigns@kclsu.org.
- If people can’t sign on to the campaign page, you can set up a Facebook page and invite them to that and use that as a way to keep encouraging them to sign up to the campaign.
- We would advise you to collect people’s emails for campaigns through your campaigns page which KCLSU staff can administer but if you have collected people’s emails in order to create a mailing list, when you are emailing everyone, make sure you ‘bcc’ everyone into the email so that people can’t see other peoples email addresses.
What you need to remember when taking pictures

- You should always ask permission before taking someone’s photo. If you are taking pictures in a public place e.g. in a public protest march you generally do not need to get everyone’s permission to take pictures but it is always best to ask where you can as people might feel uncomfortable having their image taken and used.
- If you are taking pictures in a private space, such as in a KCLSU or King’s space, make sure you have prior permission. King’s have strict rules around filming on campus. Also, ask people at the event if they are happy to have their pictures taken and make alternative arrangements for those who don’t want their picture taken.

Useful resources

If you have any queries or concerns about data, email campaigns@kclsu.org
Information Commissioners Office https://ico.org.uk/
KCLSU Hubs

KCLSU Hubs can help with all your basic needs. Here’s a snapshot of what they deal with:

- Answering enquiries about all KCLSU
- Helping students engage with the Students’ Union
- Assisting members to book spaces for their meetings,

All enquiries relating to social study spaces, activity rooms and meeting rooms alongside performing room checks.

- KCLSU Hubs hold campaigning resources for you to sign out.

Opening Hours and Contact Details

KCLSU Hub at Guy’s (West Wing): guyshub@kclsu.org
Monday - Friday: 8.30am-11pm
Weekends: 9am - 10pm

KCLSU Hub at Bush House Ground Floor strandhub@kclsu.org
Open Mon-Sat 10am - 10pm
Open Sun 10am - 6pm

KCLSU Hub at Bush House 7th Floor strandhub@kclsu.org
Open Mon-Sat 10am - 10pm
Open Sun 10am - 6pm

KCLSU Hub at Waterloo (Franklin-Wilkins Building): waterloohub@kclsu.org
Monday - Friday: 10am - 6pm

KCLSU Hub at Denmark Hill (IoPPN and WEC Buildings): denmarkhillhub@kclsu.org
Wednesdays and Fridays: 10am - 2pm

Please note that the above opening hours apply to term-time only. Check kclsu.org for updates regarding opening times during holidays.

Room Bookings

Once your campaign passess it’s threshold of support, you will be sent room booking login so you will be able to book KCLSU spaces. Being a campaigner means, you have access to plenty of meeting spaces free of charge. Here are all of the spaces available to you:

KCLSU Rooms

- 9 spaces at Guy’s (West Wing and East Wing)
• 12 spaces at Strand (Bush House)

King’s Rooms

Classroom and lecture theatres
Greenwood Lecture Theatre (catherine.sharman@kcl.ac.uk)

KCLSU Venues

The Vault (Bush House) TheVault@kclsu.org or hello@kclsu.org
The Shack (Bush House) theshack@kclsu.org or strandhub@kclsu.org
Philosophy bar (Strand) philosophybar@kclsu.org or hello@kclsu.org
Guy’s Bar (Guys) guysbar@kclsu.org or hello@kclsu.org
The Shed theshed@kclsu.org or guyshub@kclsu.org

King’s Room Booking Notice Period

Room bookings must be made at least 3 working days before an event is due to be held. Any bookings with an external speaker must be made at least 15 working days before the planned event. This gives us time to make external speaker checks and carry out risk assessments if necessary. These notice periods are non-negotiable.

Booking KCLSU Space

KCLSU room bookings are live which means you can preliminary reserve your room and we will confirm your room within 24hours, while your booking is reserved no other campaigner or group can book over your reservation. You will have a KCLSU room-booking login, will send this to you.

Spaces available to you if your campaign is at petition stage:

- Any student can book a free King’s room by using the student booking form. You can access the link through the KCL and KCLSU website and the URL is https://internal.kcl.ac.uk/about/ps/estates/Students-book-a-room/Studentbookingform.aspx

- You can also email the KCL timetabling team on timetabling@kcl.ac.uk

- KCLSU have a number of social spaces which can be accessed without booking including The Shack and The Vault (at Bush House) and Guys bar and The Spit (at Guys). They might not be big enough for what you are wanting to do though and you wouldn’t be able to book them out.

Here’s how to book a KCLSU room – only available to KCLSU supported campaigns:

1. Go to www.bookings.kclsu.org
2. Choose Book a KCLSU Room
3. Sign in with your name and password.
4. Choose the site: West Wing/Bush House in the top left corner and select the date on the top right. Every space will show up with room capacity and availability. Click on the time you would like a specific space according to availability.

5. Fill in your room booking details in the form (pictured below). This is where you put in all details related to external speakers and attendees. For more information about external speakers please visit [https://www.kclsu.org/getinvolved/bookaroom/externalspeaker/](https://www.kclsu.org/getinvolved/bookaroom/externalspeaker/)

6. After you submit the form, KCLSU will review your request. If no more details are required and the request is approved, you will receive an email confirmation.

**KCLSU Block Bookings**
Prior to the beginning of each term, KCLSU Hubs will issue block booking request forms, which help you request regularly needed rooms for the next term. Just so you know, KCLSU prioritises room bookings in the following order:

1. KCLSU annual events (e.g. Welcome, One World)
2. Block bookings
3. Student group one-off bookings
4. KCLSU staff bookings
5. KCL staff bookings
6. External bookings

This information only applies to KCLSU rooms. If you've got any questions about this please see our terms and conditions https://www.kclsu.org/pageassets/getinvolved/bookaroom/Room-Booking-Terms-and-Conditions-updated-Nov-2017.pdf or email hello@kclsu.org.

Booking KCL Spaces

To book a KCL room, go to www.kclsu.org/roombookings and choose Book a King’s Room. After you submit your request, KCL will contact you directly if further information is needed or when your booking has been approved. Please remember that King’s Rooms require 3 working days’ notice for room bookings.

KCLSU Awards

The KCLSU Awards represent the pinnacle of success at KCLSU and recognise the highest levels of achievement. Every May, we celebrate students, sports teams, activity groups, and societies who have made outstanding contributions to KCLSU in an Oscars-style awards evening. There are always inspiring speakers and performances from activity groups and societies. Nominations open in Term 2. These awards are split into Crowns and Colours, and KCLSU individual and group Awards.
Funding guidance

Materials you already have access to:

As a KCLSU supported campaign you have access to:
- Badge maker
- Megaphone
- Loud speaker and microphone which can also connect to mobiles via Bluetooth
- Placard and banner making materials
- Craftivism materials

Funding you receive automatically as part of a KCLSU supported campaign

Up to £150 per year for engagement and marketing activities. This will cover:
- Materials bought for Welcome events including materials bought for stalls or specific events.
- Speaker or trainer costs
- Audio visual and equipment hire
- Faculty hire
- Theatre productions
- Printing and photocopying costs
- Graphic design support package (if this is something you want) - This consists of two hours of a designer's time where they will create a logo and one other piece of marketing collateral such as a poster, flyer etc. It will cover one round of changes and will take up £75 of your marketing budget and require you to fill out a full creative brief.
- Stationary and materials that are not in the banner/placard making boxes or craftivism boxes.
- Social media advertising.

It will NOT cover refreshments, gifts for speakers, props and costumes for events, group/individual t-shirts and travel expenses.
It will NOT cover graphic work under taken by a third party other than the designer suggested. It will also not cover paying students who design campaign graphics.

Funding you can apply for

1) Campaigns Funding

What you need to know:

- The fund is managed by the KCLSU campaigns coordinator but is administered by KCLSU finance.
- You can apply for campaigns funding at ANY TIME during your campaign. There are no specific time windows you need to apply within.
- In order to qualify for campaigns funding, you must complete a campaigns strategy alongside your campaign team and the campaigns coordinator, where you identify things that will require additional budget.
- If, as you carry out your campaigning activities you identify you need more budget allocated than you originally planned you must update the campaign strategy and send it to the campaigns coordinator BEFORE you make any purchases as it's not guaranteed it will be reimbursed.
- Campaigns automatically receive £150 for engagement and marketing activities. However, if you would like to undertake activities that will require more budget you can identify that in your campaigns strategy. For amounts under £100, these can be initially agreed with the campaigns coordinator upon completion of a campaigns strategy. For any expenditure that is more than £100, you are expected to provide additional information including the item name, cost and links to further information.

2) Liberation History Month Funding

What you need to know:
- The Liberation History Month fund is managed by the KCLSU Liberation Community Coordinator but is administered by KCLSU Finance.

- Liberation History Months are run throughout the year to celebrate strides made in the struggle for liberation. They are a time when people from all backgrounds can come together to explore liberation issues and discover what they can do as individuals to fight oppression.

- As a KCLSU campaign group, you are eligible to apply for LHM funding which is available for every KCLSU Liberation History Month. These are: Black History Month (October), Disability History Month (22nd November – 22nd December), LGBT+ History Month (February) and Women’s History Month (March).

- Applications should be completed online and will be considered by the relevant Liberation Network Officers. Groups will be notified of their application’s outcome up to two weeks after application deadline. If there is a delay to this KCLSU will contact you to let you know.

- Before you receive any funding you will have to sign a funding agreement which commits you to writing a short follow up report after your event or initiative has taken place.

- You can apply for a grant of up to £150 and the funds can be used to carry out normal core activities, new projects or KCLSU events. Your application should seek to benefit and enhance your group, the wider community and KCLSU as a whole. It should also contribute towards KCLSU’s mission: ‘Together with our members we are a union of students where individuals connect, have fun, build communities, share experiences and make change.’

Your initiative will need to contribute towards our aims for Liberation History Months:

- Allows people to explore the current and/or historical oppression of the liberation group.
- Celebrates the achievements so far in the fight for liberation.
- Challenges racism/sexism/transphobia/homophobia/ableism/classism.
- Contributes towards building a strong, diverse and vibrant King’s community

The guidance for funding is similar to campaigns training. You CAN apply for the below with LHM funding:

- Stationery, photocopy, printing and publicity costs/Speaker or trainer costs
- Audio-visual and equipment hire/Facility hire
- General running costs/Theatre productions/Affiliations and competitions

We won’t consider funding any of the following: gifts for speakers, prizes, group/committee t-shirts and travel expenses, refreshments.
Appendix One – Approximate Marketing costs
Correct as of June 2018

T-shirts

<table>
<thead>
<tr>
<th>Low quantity (about 20) with print on the front, back and sleeve</th>
<th>Approx. £5.80 per unit (based on OneStop promotions)</th>
<th>OneStop Promotions, Garment Printing, T-Print</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delivery</td>
<td>£15 delivery (based on OneStop Promotions)</td>
<td></td>
</tr>
</tbody>
</table>

Artworks:
- Stick to one colour where possible, it's cheaper
- Decide if you want front, back and/or sleeve print. The more printing locations – the more it costs
- Ask supplier for design dimensions then share those with the designer when briefing them in
- Provide .eps design files and a PDF mock-up of how you want it to look like the example below:

![T-shirts example](image)

Turnaround
- Can be anything from a week to a month – always check this when requesting quotes
- Bear in mind, the approval and sign-off process can take some time
- Some companies may want payment before finalising

Stickers

<table>
<thead>
<tr>
<th>88mm circular stickers</th>
<th>500 for £50+VAT</th>
<th>Solopress</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delivery</td>
<td>Free</td>
<td></td>
</tr>
</tbody>
</table>

Artworks
- Provide a PDF artwork that fits the dimensions
Turnaround

- Can be just a few days
- Some companies may want payment before finalising

Flyers

<table>
<thead>
<tr>
<th>Size</th>
<th>Price</th>
<th>Providers</th>
</tr>
</thead>
<tbody>
<tr>
<td>A6, double sided, bond</td>
<td>500 for £28+VAT (based on Solopress)</td>
<td>Solopress, WFM</td>
</tr>
<tr>
<td>(recyclable), 170gsm (thicker paper weight)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Size</th>
<th>Price</th>
<th>Providers</th>
</tr>
</thead>
<tbody>
<tr>
<td>A5, double sided, bond</td>
<td>500 for £35+VAT (based on solopress)</td>
<td></td>
</tr>
<tr>
<td>(recyclable), 170gsm (thicker paper weight)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Artworks

- Provide a full PDF design with bleeds (the designer will know what these are but be sure to brief them to include them)
- Can be 1-sided or 2-sided

Turnaround

- Can be just a few days
- Some companies may want payment before finalising

Posters

<table>
<thead>
<tr>
<th>Size</th>
<th>Price</th>
<th>Providers</th>
</tr>
</thead>
<tbody>
<tr>
<td>A3, bond (recyclable), 110gsm</td>
<td>50 for £35+VAT (based on solopress)</td>
<td>Solopress, WFM</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Size</th>
<th>Price</th>
<th>Providers</th>
</tr>
</thead>
<tbody>
<tr>
<td>A2, bond (recyclable), 110gsm</td>
<td>60 for £60 (based on WFM)</td>
<td>Solopress, WFM</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Size</th>
<th>Price</th>
<th>Providers</th>
</tr>
</thead>
<tbody>
<tr>
<td>A1, bond (recyclable), 110gsm</td>
<td>25 for £48+VAT (based on solopress but WFM may be cheaper)</td>
<td>Solopress, WFM</td>
</tr>
</tbody>
</table>

Artworks

- Provide a full PDF design with bleeds (the designer will know what these are but be sure to brief them to include them)
Turnaround

- Can be just a couple of days
- Some companies may want payment before finalising

Banners

| Roller banner – standard 2000x800mm | 1 for £25+VAT | Solopress |
| PVC banner – 2.8 x 0.77m | 1 for £60 + £20 delivery | OneStop Promotions |
| PVC banner – 5.6 x 1.5m | 1 for £215 + £20 delivery | OneStop Promotions |

Artworks

- Check the design dimensions with supplier (PVC banners are sewn at the edges so may have large ‘bleeds’)
- Provide a full PDF design with

![PVC banner 2.8m x 0.77m - mock up](image)

bleeds

Turnaround

- Check with supplier – can be anything from a few days to a week
- Bear in mind, the approval and sign-off process can take some time
- Some companies may want payment before finalising

Lanyards

| Standard flat lanyard with logo | 100 for £150+VAT | Lanyards direct |

Artworks

- Check with supplier artwork dimensions – bear in mind there’s usually only enough room for a logo
- It’s cheaper to print in 1x colour
- Provide .eps design files

Turnaround

- Around 2 weeks from artwork sign-off
- Bear in mind, the approval and sign-off process can take some time
- Some companies may want payment before finalising
Using the website to email the people who have asked to Join your campaign:

1) Log in using KCLSU website logins. These should be your University log in details.

2) Click on My account. Under ‘Organisations’ it should show you everything you are involved in. Click on the campaign name.

3) You will access to ‘News’, ‘Messages’ and Members’
4) To send an email, click on ‘Messages’. From their click ‘Send email’

5) From this menu, you can select what email address you want the email to come from and can choose what email address responses come back to. If you want to change or add your email, please read the section called ‘Changing your email address’ which is further on in this guide.
6) To pick the people you are email, click on the ‘To’ button

7) You then pick who you want to send it to and click ‘add recipients’
8) You can then add attachments if you want to. Leave ‘Google campaign tracking’ unticked as this is not something we support. You can then fill in your message and click send.

Sometimes when you send out bulk emails, they can end up in peoples spam folders, to avoid that you can try these things:
- Make sure your default email is a personal email, rather than a generic one
- Don’t use ALL CAPS in the subject line
- Try avoid punctuation such as exclamation marks, colons etc in subject lines
- Avoid embedding forms and including attachments
- Keep email lists up to date and note if you get any bounce backs
- If you can, advise people to add your email to their trusted email addresses so that your emails are marked as safe
Changing your email address

1) To change your email address, click on ‘Contact Details’

2) From their click ‘add email address’
3) Add in the email address you want.
Appendix 1: Skills Bingo

How to play

Each person within the group must take a bingo card and circle the skills they believe they have.

Then either talk to others or get up and walk to others (if appropriate) and ask others what skills they have.

If a person meets someone who can fill in a box, they should obtain that person’s autograph for that box.

When all the skills are circled the game is over and the team can begin to think about applying roles/tasks to people with those skills.

If any of the skills aren’t circled, the team could think about how they might attract people with those skills. Some skill boxes have been left empty so team members can reflect on any specialist skills people may bring or that are needed for the campaign.