Identifying the Issue

It’s often easy to realise that ‘something’ has to change, what’s harder is to pinpoint ‘what’ exactly has to change.

There are lots of different ways to find out what exactly you want to campaign for. It could be simply sitting down and asking yourself some important questions:

- Who does the problem affect? Who cares about this issue?
- What’s the problem people are facing? What do you want to achieve?
- Where will you be campaigning- at King’s, at Westminster?
- When will you be able to achieve the things you want to? When are there key times you might be able to build momentum around?
- Why is the campaign important?
- How will your campaign make a difference? How much resource will it need?

Another way to help you identify the issue is to use problem and solution trees, like the ones below:

**Problem:**
Write down the problem or issue you want to talk about across the trunk of the tree in one sentence.
Example Problem: Not enough core text books in the library

**Effects:**
Write down the effects of the problem in the leaves of the trees
Example effect: Not doing as well in the course, feeling let down, frustration, having to spend money on books

**Roots/Causes:**
Write down the root causes of the problem at the root of the tree
Example root: Not enough money being spent on investing on books, budgets being spent elsewhere
Once you have identified the root causes of your issue, you can turn it on its head and identify the solutions which can form the basis of what you want from your campaign.

You can draw a brand new solution tree, or just stick things over the problem tree to deal with each point on your tree.

**Vision:**
Write down what you are trying to create over the trunk to replace the problem.

*Example vision:* Mandatory minimum number of core books in the library

**Effects:**
In the leaves, write down what the effects of your vision would be.

*Example effects:* Student’s feel more supported in their course, Student’s do better in their courses

**Solutions:**
On the roots, write down the ways the causes can be tackled.

*Example solutions:* More money invested in core books, a book sharing

Once you have got all your solutions identified, you can use this to form the basis of what you want to campaign for!

You can use what you wrote for your vision as a template for your campaign aim and the solutions you identified as a basis for your campaign objectives.