

CREATING YOUR CAMPAIGN



What is the Students Union?

The Union is led by an elected team of 5 full time and 21 part time officers

WE FACILITATE AND SUPPORT ALL SPORTS CLUBS & SOCIETIES

4 ZONES | ACTIVITY, COMMUNITY, SUPPORT & VOICE

You can turn to us for Academic Support

WE RUN THE ON CAMPUS NIGHTCLUB, RUBIX

You run the Union through our annual elections #surreydecides

We cover all aspects of your student life

OUR COURSE REPS REPRESENT YOUR ACADEMIC INTERESTS AND NIGHTLINE VOLUNTEERS ARE HERE TO LISTEN TO YOU

If you want to volunteer or fundraise, we can help

FIND OUT MORE AT USSU.CO.UK OR [@SURREYUNION](https://twitter.com/SURREYUNION)

Your Sabb Team



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*"THE VOICE
ZONE IS FOR
STUDENTS
WHO HAVE
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TO SAY..."*

Introduction from your VP Voice

Hi, I'm Ajay, Vice President Voice at the Student's Union!

This campaign platform was launched as one of my objectives on my manifesto! This is something I feel very passionate about as student voice and representation is vital, we all come from different backgrounds and have different experiences. This should be reflected with regards to the issues we proactively campaign about and as VP I want to ensure that students have an opportunity to act upon their views and make an impactful change.

The Voice Zone is for students who have something to say thus this campaign platform is the perfect opportunity to do so, whether you want to propose your own campaign or get involved in an existing one.

This information pack has some information you might find useful along your campaigning journey but if you have any further questions feel free to pop into the Students Union or email me at - ussu.vpvoice@surrey.ac.uk I am more than willing to help, answer queries and provide information.



Why campaign?

Campaigns are a group of individuals coming together to work towards a shared goal. This can be for a number of purposes be that to impact the world, empower students or create a once in a life time experience.

CAMPAIGNING IS WHAT YOU MAKE OF IT. BE THAT AN OPPORTUNITY TO MAKE AN IMPACT, AN AVENUE FOR PERSONAL DEVELOPMENT, A METHOD OF ACQUIRING AND DEVELOPING EMPLOYABILITY SKILLS, OR GREAT WAY TO WIDEN FRIENDSHIP GROUPS AND MEET LIKEMINDED PEOPLE.

Getting involved in campaigning can be a great opportunity to make a lasting difference, additionally you'll have the chance to gain valuable connections and skills along the way!

A lot of the skills that you can build on will be transferable to opportunities both inside and outside of university. Creating a network of volunteers, for instance, will require you to draw on powers of persuasion, networking, and maybe even public speaking. Meanwhile, in the course of your campaign, you may find your resourcefulness and creativity put to the test.

You won't necessarily be an expert in all the different things involved in a campaign but everyone brings something to the table. Make the most of the people you know and the people you meet- it could be a good chance to share the work load as well as learn from those around you.

Getting Started

Defining

An important step in getting your campaign started is to set out clear definitions of what your campaign will cover, and what you hope to achieve. A great way to do this is to write a mission statement for your campaign. A mission statement should articulate the purpose of your campaign, set out in a combination of what your campaign will do, and why.

3 THINGS YOUR MISSION STATEMENT SHOULD SHOWCASE -

- 1) WHAT WILL YOUR CAMPAIGN DO?
- 2) WHY WILL YOUR CAMPAIGN DO IT?
- 3) WHO WILL YOUR CAMPAIGN BENEFIT, OR WHAT WILL IT ACHIEVE?

Here are some examples:

Amnesty International: “To undertake research and action focused on preventing and ending grave abuses of these rights.”

Bright Pink: “Bright Pink helps to save lives from breast and ovarian cancer by empowering women to know their risk and manage their health proactively.”

Red My Lips: “To transform our culture of sexual violence by educating, inspiring, and mobilizing a global community to red their lips, raise their voices, and create real change.”

A strong mission statement will help you advertise your campaign to other students who might want to get involved, and will also help you keep your aims in mind when you start planning.

- 1.....
- 2.....
- 3.....

Planning

Once you've established your mission statement and set out what you want to achieve and why, it's time to think about getting more specific about how you're going to make your campaign a success. Writing targets for your campaign are a great way to ensure that the goals of your campaign are achievable with the time and resources you have to carry it out.

We've all heard of SMART targets, and they can be helpful in setting out what you want to achieve.

- SPECIFIC:* What do you want to do?
- MEASURABLE:* How will you know that you've successfully completed your goal?
- ACHIEVABLE:* With the time and resources you have, is it within your power to complete it?
- REALISTIC:* Can you realistically achieve it?
- TIMELY:* How long will it take and when do you want to accomplish it?

Here's a target that isn't SMART - "I'm going to run a social media and print media campaign in 2020 to engage students in sustainability."

Here's one that is! "We aim to raise awareness for sustainability on campus by running a social media and print media campaign over the first 2 weeks in March. We aim to get over 100 shares on our awareness video, by running a competition on social media for students to share the video and be entered into a prize draw."

Something to consider when planning out your campaign activities is whether you are running an inclusive campaign. Have a think about how a student might be able to get involved in your campaign if they are part of a marginalised student group, or perhaps a distance learner or part-time.

Another main factor of planning your campaign will be identifying what you need in terms of resources. Resources covers both manpower and money; you may well need some of both! You'll need to think about who might want to help you with your campaign, and how you're going to contact them.

You could think about using www.surreyvolunteering.com to advertise your campaign to attract volunteers, or visiting - ussu.co.uk/getinvolved/clubs on the Union website to see if there are established student societies or groups that might be interested in getting involved.

Once you've set out the aims and objectives of your campaign, the Voice Zone at the Students' Union can help make your campaign a reality with funding. Campaign groups are eligible for up to £100 to cover all materials or resources needed by your group. Additional funding may be provided on a case-by-case basis to cover additional costs such as an external speakers or travel.

In order to apply for funding, head to ussu.co.uk/campaigns to fill in the following:

- A description of your campaign
- Your mission statement and its aims and objectives
- Details about how students can get involved
- A draft of your budget

After that, you'll be asked to join one of the Voice Zone meetings that happen fortnightly during term time to talk through some of the practicalities of your campaign. At the meeting, the 6 Officers that make up the Zone will then offer some suggestions to help you hit the ground running. If you have any questions about this process, just email ussu.vpvoice@surrey.ac.uk or find us at the Union!



Organising

Now that you've established your mission statement, your goals, and set out how you'll resource your campaign, it's time to organise your campaign group.

ORGANISING IS WHEN YOU START TO BRING PEOPLE TOGETHER TO TAKE ACTION AND CARRY OUT THE TARGETS OF YOUR CAMPAIGN.

As a campaign leader, you will have a key role in facilitating and directing the involvement of other students working together to achieve your overall campaign aims. You will need to be able to connect and motivate people to volunteer their time and to take active roles in your campaign.

Once you've recruited some volunteers, have a think about where the strengths of your fellow campaigners lie, and use this to help you share out responsibilities. Consult with them to find out what they'd enjoy doing, and facilitate the sharing of ideas; one of your campaign volunteers may have thought of a great element to add into your project that you hadn't considered before.

You can host group meetings to plan and work together effectively, and if you're producing documents, you can use online shared documents so that you can all contribute and work towards the same goals. Think about how you're going to stay in touch during your campaign too! Communication really is key.



Campaigning

Once you've got your team together, now's the time to kick start your campaign. Remember to keep your goals for your campaign in mind at all times, as this will keep you on track and focusing on your mission statement. Having said that, a successful campaign isn't just about achieving the goals you've set for yourself. It's also about having fun, doing something different, and involving and interacting a wide range of students.

If you're planning a main campaigning activity such as an event, make sure this is well-promoted so that students know how to get involved, and where and when they can find you. Anything public that you do for your campaign should be instantly understood in terms of how it relates to your overall campaign, so if you decide to do something unique and unexpected for your campaign, make sure the message is clear to anyone that engages with you.

Social media is a fantastic tool to help engage students in your campaign. Developing a strong presence on social media can help you raise awareness, promote events, and share relevant videos or photos to increase engagement. If your campaign is supported by the Union, you may also see us share some of your posts too!

GET OUT AND ABOUT. WALK AND TALK. AND MAKE PERSONAL CONNECTIONS. TRY AND ENSURE EVERY INTERACTION YOU HAVE WITH A FELLOW STUDENT IS A POSITIVE ONE; EVEN IF SOMEONE ISN'T INTERESTED IN TALKING TO YOU, STAY POSITIVE AND WISH THEM A GREAT DAY. THEN MOVE ON.

Remember that the Union is here to support you. We want your campaigns to be as successful as you want them to be, so if you have any concerns or questions during your time campaigning, make use of the contacts list at the end of this booklet to get in touch with Union staff who can help.



Direct Action

By law, everyone has the right to free speech and to peaceful protest but these are not absolute rights; they do not extend to actions that may cause harm or hatred towards others.

This means that your campaign may put forward challenging debate and represent diverse perspectives on a particular issue; this is an important part of university and a foundation for democracy. Your campaign may not, however, target an individual or group inappropriately.

PEACEFUL OR NON-VIOLENT PROTEST IS A RIGHT GUARANTEED UNDER THE EUROPEAN CONVENTION OF HUMAN RIGHTS, BUT THIS COMES WITH IMPORTANT RESTRICTIONS.

Examples of peaceful protests include occupations, hunger strikes, and banner drops/leafleting. These methods all serve to raise awareness of an issue and protest against a situation but restrictions can be put on peaceful protests in which there is reason to believe it could result in property damage, disruption of the community, or create serious disorder.

Whilst on campus, you should be aware that the University can intervene with peaceful protests in spaces that disrupt the normal running of the University – you should also be mindful of how this may impact other students.



Ultra Vires

The Students' Union is a registered charity, whose objectives are to enrich students' lives, the local community, and the University by helping make changes students want to see and by helping students to achieve their ambitions.

As the Union is centred around students, charity law limits the scope of the work the Union (and campaign groups) can do to activities in line with this objective.

The NUS (National Union of Students) advises that:

"STUDENTS' UNIONS SHOULDN'T USE THEIR RESOURCES TO CAMPAIGN ON AN ISSUE THAT DOES NOT AFFECT STUDENTS AS STUDENTS."

In other words, when shaping your campaign, you should ensure that it addresses issues that are specific to students or will specifically benefit individuals because of their role as a student.

Campaign activity outside of this scope is called 'ultra vires' and cannot be supported by the Union under charity law. You can find more information on this in pages 100-101 of the Students' Union Byelaws.



What next?

Ready to get started? Here's how you can get going.

1. **Draft your mission statement**
2. **Plan your goals and relevant activities**
3. **Find volunteers**
4. **Apply for funding at ussu.co.uk/campaigns**
5. **Attend a Voice Zone Committee meeting**
6. **Await funding approval from VP Voice**
7. **We'll create a webpage for you on the Union website with the information you have provided**

You can also check out extra materials to help you plan each part of your campaign at ussu.co.uk/campaigns.



Helpful Contacts

If you've got any questions about creating or running your campaign, you can get in touch with us at any time!

VP Voice – ussu.vpvoice@surrey.ac.uk

If you'd like to get in touch with the Voice Zone, we can help you develop your campaign and answer any questions about the process. You can also join us at our regular Zone meetings that happen throughout the term.

Liberation Committee – ussu.president@surrey.ac.uk

If you're planning a campaign that involves a particular liberation group (e.g. LGBT+, People of Colour, and so on), the Liberation Committee may help you develop your ideas. The Committee of Liberation Representatives is coordinated by your Union President, Gemma.

Students' Union Information – ussu.information@surrey.ac.uk

If you have any other questions but you're not sure who to ask, our team can make sure your message gets sent to the right person.

If you want to get in touch with particular Clubs or Societies as part of your campaign, you can find a list at - ussu.co.uk/getinvolved/clubs

*"IF MY MIND CAN
CONCEIVE IT, AND MY
HEART CAN BELIEVE IT –
THEN I CAN ACHIEVE IT."*

MUHAMMAD ALI

