



LUU Campaign Handbook

LUU is a member led organization – that means any single one of our members can make a change to what we do, how we do it and who represents them.

As a Union, we look to represent our members through everything they do during their time at Leeds. From societies through to academic support, gigs to film nights and pastoral care to liberation networks - your voices can be heard in a whole host of ways;

- **Student Representatives** - we support a wide range of student representatives who make change at different levels on your behalf and give you a voice.
- **The Better Forums** - the Forums are how members create policy at LUU, [to get inspired and submit an idea of your own you can take a look at all of our Current Policy here.](#)
- **Elections** - from society committees through to the Student Executive, you can get involved in all sorts of elections. [Check them out here.](#)
- **Advisory Boards** - [these boards bring together students](#) with a particular interest or expertise to help guide our thinking and inform key projects.

Campaigning is what connects all of these areas together. But what is a campaign?

Simply put - a campaign is a process designed to bring about change. That change can be big or small, and the process can look different in each campaign. This handbook is designed to support you in any kind of campaign that you might want to run, whether it's to make change in LUU, out in Leeds or nationally.

Resources & Links

Campaigns Hub

The Campaigns Hub is a Google Drive full of campaign resources, including guides, templates, reports and research. We'll be continually adding to and updating the Campaigns Hub, and if there's anything that you would like to see included just let us know.

[Check Out the Campaigns Hub Here](#)

Protests & Vigils

Protests are a vital part of campaigning and the right to free expression. LUU's role is to support members in delivering safe, effective protests - we will help you with timings, risk assessments and stewarding as well as liaising with the University, council and police where appropriate.

Vigils are typically held in response to a public tragedy such as a terrorist attack or natural disaster or an incident involving a member of the University community.

[Find Out More About How To Organise a Protest or Vigil Here](#)

External Speaker Process

In order for LUU to comply with several bits of legislation, we need to have a record of every external speaker invited to campus (or to online events) by our Clubs & Societies, Student Leaders, Exec and staff too. In some cases we must complete a risk assessment as well. We, and the University, use the [Freedom of Expression Protocol](#) as the basis for assessing speakers.

[You Can Submit a Speaker & Read More Here](#)

LUU Campaigns Fund

The LUU Campaigns Fund is here to support students in promoting and delivering effective campaigns. Since we have a finite pot and lots of activity to fund, the application process is here to allow you to provide us with enough information to make a well-informed decision.

[You Can Apply & Read More Here](#)

The Political Engagement Team

As your students' union, we represent over 35,000 members - giving you a powerful platform.

The Political Engagement Team is your main staff support - their role is to empower you to run campaigns and make positive change. They can help you to develop your ideas, [guide you through the Better Forums](#), link you up with relevant [Student Executive Officers](#), societies and other members of staff, aid with research, book rooms and more.

You can contact the team as a whole on LUU.PET@leeds.ac.uk, or find them in the Rep Room - which is our space for Student Reps and campaigners next to the Exec Office on Level 1 of the LUU building.

Denica - Democratic Engagement Manager - d.shute@leeds.ac.uk

Denica manages the team and is responsible for ensuring that LUU's democratic structures work and are accessible for our members - that includes the Better Forums and elections like LeadLUU (one of the biggest student elections in the country). She can offer advice about constructing ambitious campaigns, work through the external speaker process, deliver training and more. Feel free to approach her with any ideas, questions or concerns you have - or if you just fancy a chat and a cup of tea!

Lukas - Policy & Campaigns Coordinator - L.Winterburn@leeds.ac.uk

A full-time member of staff whose work mainly revolves around the Better Forums, ideas and policy. It is Lukas' job to not only ensure that the Forums take place throughout the year, but to work closely with students in submitting and developing their ideas, liaising with reps to support them in gathering feedback and then working with staff to ensure policy is implemented effectively. Lukas is managed by the Democratic Engagement Manager.

Rachel - Liberation and Campaigns Assistant - m.bebbington@leeds.ac.uk

Rachel is a part-time member of staff, with a focus on supporting the Liberation Coordinators. She will be able to support you with all sorts, from printing for campaigns, to room bookings, to any other bits you might need in making the most of the union building and resources that are available to you. If you're looking to be involved in a History Month or Liberation campaign they'll be a key ally. Rachel is managed by the Democratic Engagement Manager.

Planning Your Campaign

Taken from seedsforchange.org.uk a site with free resources for campaigners.

Projects and campaigns usually start because you're inspired about an idea or passionate about an issue. Your first impulse might be to throw yourself into action straight away - but by spending a bit of time thinking about how to move from ideas to action you can make the best use of people's time and energy. A long-term plan means you can chart your successes - large and small - and appreciate them for what they are.

Planning your campaign will help you to:

- **Choose the right tactics at the right time.** All actions have a positive and a negative impact - getting the balance right can be crucial.
- **Evaluate successes (or failures).** If you have a clear action plan you'll notice the milestones as you pass them.
- **Be consistent.** Your project should be seen to grow, rather than stop and start.
- **Evaluate offers of help / alliances / networks etc.** Is this the right time to accept concessions? Is it worth compromising your position to work with other groups?
- **Fit into wider / similar projects, campaigns, movements.**
- **Match skills and energy to the tasks at hand.** By looking at skills and interests first you can come up with more exciting ideas for action than thinking of tasks and then delegating them.

Once you have drawn up a strategy do be prepared to change it if necessary. Situations can change rapidly and require flexibility.

It's also important to remember that the initial motivation is a good source of energy, and shouldn't be allowed to get lost in endless discussions about what to do. A strategy is there to help you into action and not to immobilise you by causing long discussions.

How change happens - From [Turning The Tide's](#) "How Change Happens" briefing

- **Persuade the elite:** letters, delegations, information-giving.
- **Coerce the elite:** boycotts, demonstrations, non-cooperation.
- **Replace the elite:** vote another party in (dubious, as people in power tend to fall into the structures and patterns of behaviour that they inherit.)
- **Become the elite:** get elected, coup (but there is always the danger of being co-opted.)
- **Ignore the elite:** direct action, just do whatever it is for yourselves.
- **Abolish the elite:** revolution, restructuring society to disperse the power

10 Campaign Steps

Step 1: What Is A Campaign?

A campaign is a process designed to bring about change - this process is made up of organised actions that seek to influence others in order to bring about change.

- **ACTION** – What's done by the campaigners
 - **REACTION** – What's generated by the actions
 - **RESULT** - The outcome of this reaction
 - **EFFECT** - The impact of this result
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Step 2: What Do You Want To Change?

There are many different types of campaign but most will do one of the following:

1. **INTRODUCE** a new issue not previously considered.
2. **REITERATE** an existing issue that might need emphasising.
3. **REMIND** people of a historical event that needs recalling.
4. **HIGHLIGHT** an up-and-coming issue.
5. **BOOST** some tired activists tackling a long campaign.

Once you've chosen a campaign, double check that it is really you who has chosen it. Are you just doing it because you are part of a larger organisation and that is what they are doing? Are you simply reacting to an issue purposefully presented to you by an antagonist?

Step 3: Knowing Your Issue

If everyone knew about the issue you're concerned about and agreed with your point of view then there would probably be no need to mount a campaign. This means you need to know your stuff!

Before you start your research: It is worth considering the bias that comes with all information! Try to read from as many independent sources as possible and make sure that you look at a number of points of view on your campaign issue. You don't want to use information as the foundation of your campaign only to find it is a fabrication or inaccurate propaganda as you will be quickly discredited.

Step 4: Setting Your Aims

The most successful campaigns have CLEAR, SIMPLE, ACHIEVABLE AIMS which can be communicated with a simple message. Setting simple aims to tackle a complex issue can be difficult. That is why it's often a good idea to plan a campaign as a series of small steps, what Chris Rose calls a 'critical path'.

- Who else might share your concerns?
 - What would motivate people to support your cause?
 - How can you plot your critical path across that concern?
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Step 5: Getting People Together

Very few campaigns can be conducted alone, but there are loads of ways to get people involved.

- Who can support you across LUU, or the University? The Political Engagement Team should be your first port of call (LUU.PET@leeds.ac.uk), but you can also contact your Student Executive, Clubs & Societies, Academic Reps, Liberation Coordinators, Community Reps etc.
- **Posters, Stalls and Flyers:** Put some posters or flyers in strategic places around your university and where you live or try running a stall to meet people. You could set up a website or online form for people to find out more about the campaign, and sign up for updates.
- **Collaboration:** Remember to think creatively about who might support your campaign and get involved. People might have the same campaign aim as you but for different reasons. Campaigns often rely on a sense of scandal or outrage to get people involved.

SCANDAL = HORRIDNESS x PROFIT x [What CAN be done vs. What is BEING done]

Environmental campaigner Chris Rose developed the equation (above) to test 'just how bad it is'. Why not put your issue to the test?

Step 6: Organising & Having A Meeting

- Set A Date, Time & Venue
- Send Reminders
- Have an Agenda, & take minutes.
- Facilitator

REMEMBER: Try to keep the number of meetings to a minimum and make sure that the meetings you do have count - have clear guidelines about what people need to do before and after.

Step 7: Making A Plan

Challenge No.1: Your first challenge is to work out how you are going to bring together the people who support your campaign aim. **As a rule do not expect people to come to you.**

Challenge No.2: Your second challenge is to identify what or who needs to change to bring about your campaign aim. Who or what is your **TARGET?**

Challenge No.3: Your third challenge is to decide which tactics you're going to use to influence your target. Different tactics are better for different targets.

Lots of different campaigns try to use the media to increase pressure on their target. Campaigns make news when they create change, make a difference, or threaten to do so. Most significant changes are fiercely opposed. 'No opposition' usually means not much news. What the public wants to know is who wins, what gets changed, how does it affect them, their family and their life? What are the outcomes?

Step 8: Getting Resources

Fundraising: Make sure you have a clear idea of what you need it for and why then get in touch. Churches, mosques and community centres are also a potential source of funding if they are sympathetic to your cause.

Publicity: Get creative, inventive and brave! EVERYONE makes flyers and posters, if you want people's attention DO SOMETHING REMARKABLE.

Press: It is sometimes difficult to trust the press but if you can find a journalist who is sympathetic to your cause it's a great ally. You are lucky enough to have a student paper, TV and radio station - so make use of them!

Step 9: Doing Your Campaign

Every campaign is different so there are no hard and fast rules once you start acting on your plan.

5 Ways of Keeping Up Morale Within Your Group:

1. Always have a team huddle before any action.
2. Have a buddy system so everyone has someone who looks out for them.
3. Keep your sense of humour; the mood should be happy but determined.
4. If things go wrong try to look for the silver lining and how you can build on that.
5. Do regular updates for everyone involved so you can celebrate your progress.

5 Things To Do Before a Day of Action

1. Make sure you get plenty of sleep the night before.
 2. Prepare food and water to take with you.
 3. Plan to get to a meeting point ten minutes early.
 4. Make a checklist so you don't forget anything.
 5. Make sure everyone is aware of their roles and knows how to get there.
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Step 10: Evaluating Your Campaign

- Did your action get the reaction you wanted?
- Did the reaction get the result you wanted?
- Did this result have the desired effect?

Stick with it till the end!

A common mistake is to stop campaigning too soon. Remember not to stop campaigning until it really happens, not just once change seems likely or is legislated for accordingly. Very few people campaign for legislation being passed but for the effect of that legislation, once passed, to materialise. So if you're trying to change something in the Union for example, you have not succeeded until your idea has become Union policy ([through the Better Forums](#)), has been acted on and the intended effect has been felt. **Campaigning can be as empowering as it can be demoralising.** Whatever happens, take Joan Baez's word for it, "*Action is the antidote to despair*", so the more you do the better you'll feel.