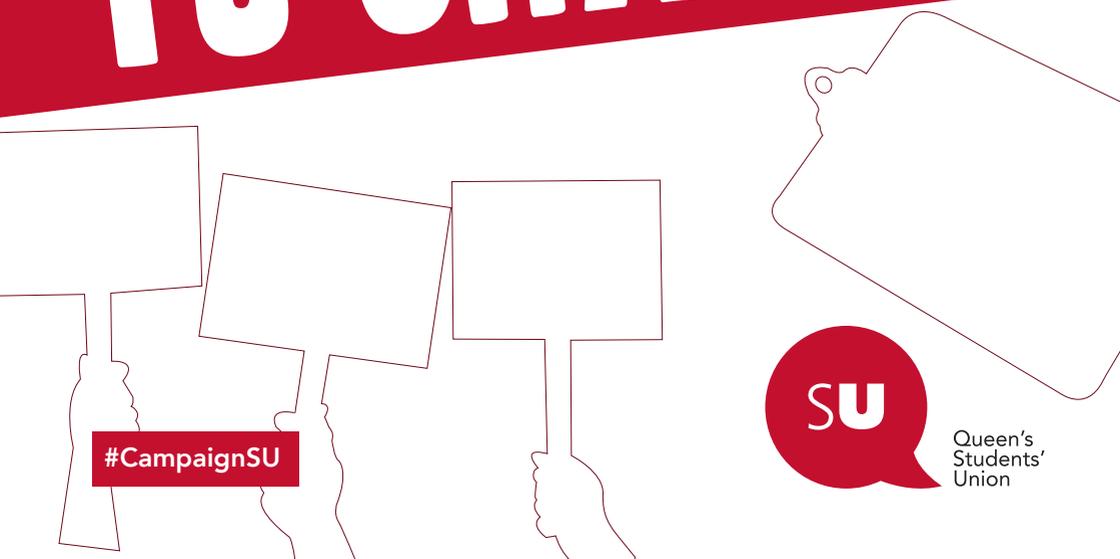


# YOUR GUIDE TO CHANGE



#CampaignSU



Queen's  
Students'  
Union

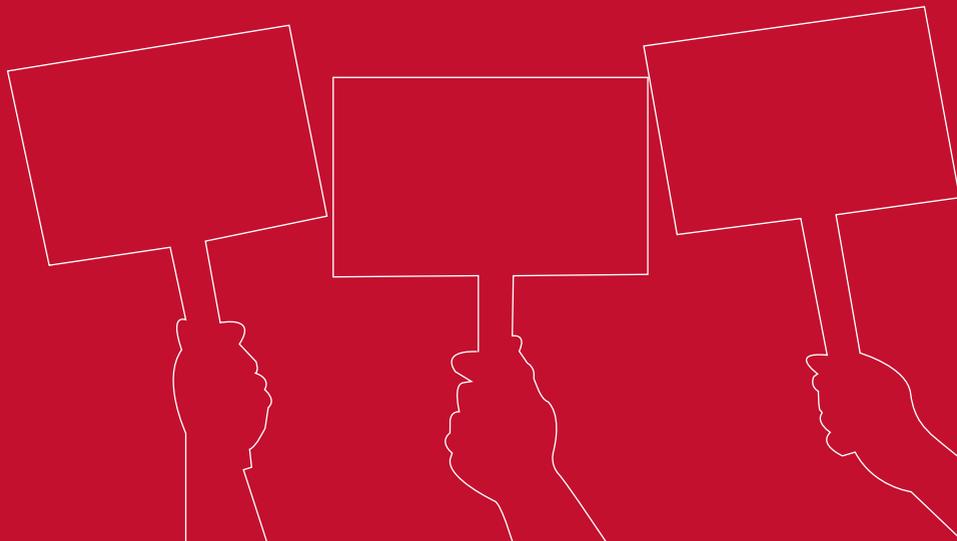
# INTRODUCTION

People power is an unstoppable force that can drive amazing social change. When a group of like-minded, determined and compassionate people come together with a common goal, there's no limit to what they can achieve.

Queen's students have made a huge impact in the past. In the 1960s they were leaders in the Northern Ireland civil rights movement. In the 1980s they were internationally recognised for campaigning against apartheid in South Africa. Now in the 2000s they've been successful in achieving a cap on tuition fees here in Northern Ireland. We are committed to helping you embrace campaigning and all the victories it can achieve - both great and small.

'Your Guide to Change' is filled with important information that will help you start campaigning on the changes that you want to make happen, from guidance on how to get the best out of your team to tips on how to get started.

Good luck!



# ANALYSIS

First and foremost it's really important to analyse the issue you want to change. Ask yourself:

- What is wrong?
- Why is it wrong?
- Who does it affect?
- What can I do to change it?

Once you have an initial understanding of the issue you can start planning your campaign, the actions you can take to get it off the ground and the impact you want it to have.

## PLAN

Carry out initial campaign planning by:

- Identifying your target audience and how you can raise their awareness of the issue.
- Researching into the relevant institutions and people, both those you are working against and those that can help.
- Investigating into similar campaigns and learning from them.

## ACTION

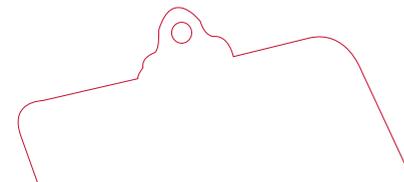
Think about what type of action will:

- Raise awareness of the issue.
- Educate your target audience.
- Put pressure on the relevant people.
- Have a definite and desired outcome.

## IMPACT

Consider the impact that you want your campaign to have by asking:

- What are its objectives?
- What tangible difference do you want it to have on people's lives?



# YOUR CAMPAIGN TEAM

People power is the most effective way to achieve your campaign's objectives.

That's why it is essential to have a large, diverse and committed team of campaigners who are efficient, work cohesively together and are dedicated to the cause.

As a Campaign Leader you must always remember to:

**Recruit, Delegate, Record, Report, Remind and Motivate...**

## RECRUIT

Inspire and encourage people to join your campaign team. Make sure to think of the best times and places that you can do this to have the greatest impact. Word of mouth really is a powerful thing so ask those who are already interested to spread the word amongst their friends and family too.

## DELEGATE

Think back to your analysis of the issue that you and your team want to change. What are the actions you want to take and what steps will make these a reality? Determine an agreed schedule and outline tasks that need to be completed. Utilise the many different skill-sets of your team by dividing out these tasks appropriately.

## RECORD

Make sure to record important aspects of your campaign, such as: the agreed schedule, which members are carrying out which tasks, the progress that they are making, and what has been said and agreed upon in team meetings. This keeps your team organised and helps to identify areas that can be improved upon.

## REPORT

Let all of your team members know about any campaign news and the progress that you and other members are making every step of the way. This ensures that all of the members of your movement feel as involved, informed and up to date as possible.

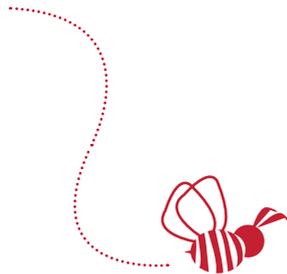
## REMIND

Gently remind your colleagues of their tasks if they have fallen by the wayside and make sure that your campaign sticks to its agreed schedule. Sometimes people forget, and this is a perfectly genuine error so the trick is to do this while maintaining that vital group cohesion and spirit of camaraderie.

## MOTIVATE

Keep your team members motivated by reminding them of the benefits of the campaign, why they became involved and of the passion they have to the cause. Celebrating the small victories together is also very encouraging - these wins will come together to make your campaign goal a reality.

**"It always seems impossible until it's done." - Nelson Mandela**



# PROBLEM & SOLUTION TREE

It can be helpful to use Problem and Solution Trees to plan your campaign.

Write your issue on the trunk of your Problem Tree and then identify its root causes and negative consequences.

Then use your Solution Tree to illustrate your ideal vision, what would change the root causes and the effects of the change.

Using this tool will help you recognise the actions that need to be taken in order to achieve your campaign goal!

## PROBLEM TREE

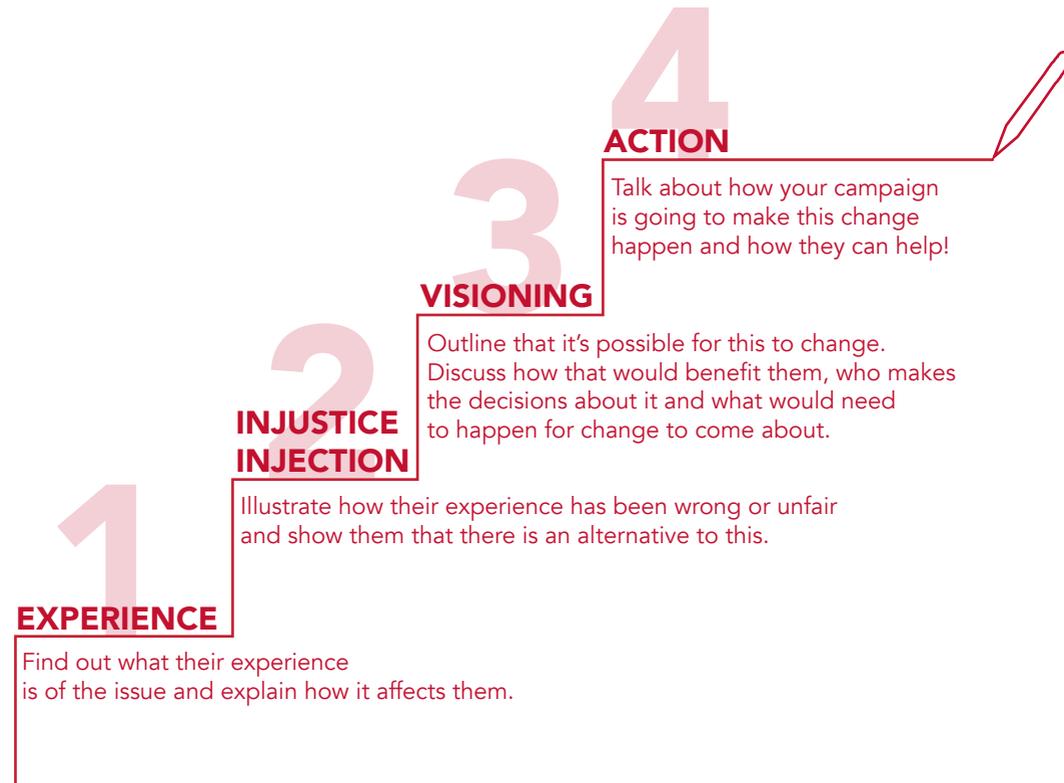


## SOLUTION TREE



# APATHY STAIRCASE

The Apathy Staircase is a tool that you can use to turn apathy into activism! These four simple steps can help you engage someone in your campaign...



# CAMPAIGNING SOCIETY LIST

There are a lot of different campaigning Societies at Queen's. You can join one of the following or even start your own if there's something else you are passionate about.

Alliance	Medical Students for Choice
Amnesty International	Medsin
Children in Crossfire	Oxfam
Conservative Future	Pro-Choice
Coppafeel	Pro-Life
Democratic Unionist Association	SAFE – Sexual Awareness For Everyone
Enactus	Scottish Nationalists
Feminist	SDLP Youth
Fianna Fáil	Sexpression Belfast
Give My Head Peace	Sinn Féin
Giving What We Can	Student Action for Refugees
Green Party	Student Poverty Alliance Group
Labour Students	Young Unionists
LGBT+	