**Name of Campaign:**

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| --- | --- | --- | --- | --- |
| **Goals** | **Considerations** | **Stakeholders** | **Targets/ decision makers** | **Tactics** |
| **What do we want to win?** *(Define long,mid & short)*  **Long Term:**  **Mid Term:**  **Short Term:** | **Resources:**  Students/Reps/Staff/Other Unions/Social media/union staff members/finances/NUS  **How will it build student satisfaction?**  -Student Council- is there demand?  **Possible Challenges?** | **Who will be affected?**  **Directly?**  **Indirectly?** .  **Main Allies**  Students/Other officers, Reps/ Staff members  **Who will be against it?/ Main opponents**  College Leadership Team? Locals? Students? | **Primary Targets:**  *(Who signs off on this decision?)*  CLT - *name individuals*  **Secondary Targets:**  *Who has the power to influence your primary target*  Staff -  Unions -  Students/Reps- | **LONG TERM TACTICS**  **MID TERM TACTICS**  **Public meeting/Student Council**  **Lobby, pressure and meet MSPs** - get in touch with politicians - get in touch with the council Creative Protests - *which lead to a negotiation with the decision makers*   Involve locals   Involve local musicians  **SHORT TERM TACTICS**  **Outreach** - surveys - 1:1 conversations  **Are you going to make a scene?**  **Creating Material to use at outreach/ actions**   * Badges, posters, flyers, films + online outreach materials (income dependant)   **Research**   1. How is this current issue directly detrimental to the student experience?   NSS data  Collect evidence, testimonies, grassroots solutions  Ask the reps to ask the students  Social Media  Newsletter  Create a survey  **Research other institutions** *(gamble on competitiveness in the sector)*    **Meet, affiliate and get organisation/ stakeholders to engage.** - meeting NUS - meeting the council  - other SA’s |