**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 dataCollect evidence, testimonies, grassroots solutionsAsk the reps to ask the studentsSocial MediaNewsletter 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 |