



Campaign Idea

**A campaign needs 3 pillars:
Problem, Evidence and Solution.**

Let's identify a problem

What change would you like to bring?

Why do you think this a problem?

Do you have any evidence?

How can the Students' Association help you?



Why should you gather evidence?

Researched evidence can help in saving time. You can build trust with people you are likely to collaborate with, allowing you to find new solutions for the problem. Ultimately it will help you deliver the campaign better.



We recommend taking a moment to answer the questions to Identify a Problem for your campaign on this form: **Make a Change**

Top Tips and Ideas for Campaigning



**Work
SMART**



**Gathering
Evidence**

**SWOT
Analysis**



Work SMART

Specific

An icon of a target with an arrow hitting the bullseye, representing a specific goal.

What is your desired goal?
What actions will you take to achieve this?

Measurable

An icon of a laptop displaying various data charts and graphs, representing measurable progress.

How do you measure success of the campaign?

Achievable

An icon of a line graph showing an upward trend, representing an achievable goal.

Does your goal seem tangible or doable?
Do you have the right skills and resources?

Relevant

An icon of a smartphone displaying a building icon, representing a relevant goal.

Does the goal align with the values of the Students' Association?
How will the result matter?

Time bound

An icon of an hourglass, representing a time-bound goal.

What is the deadline for accomplishing the goal?

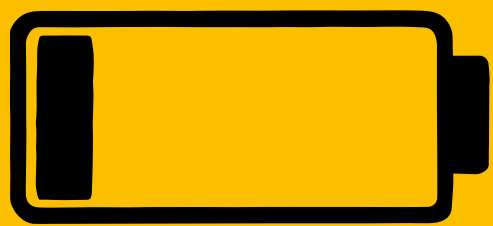
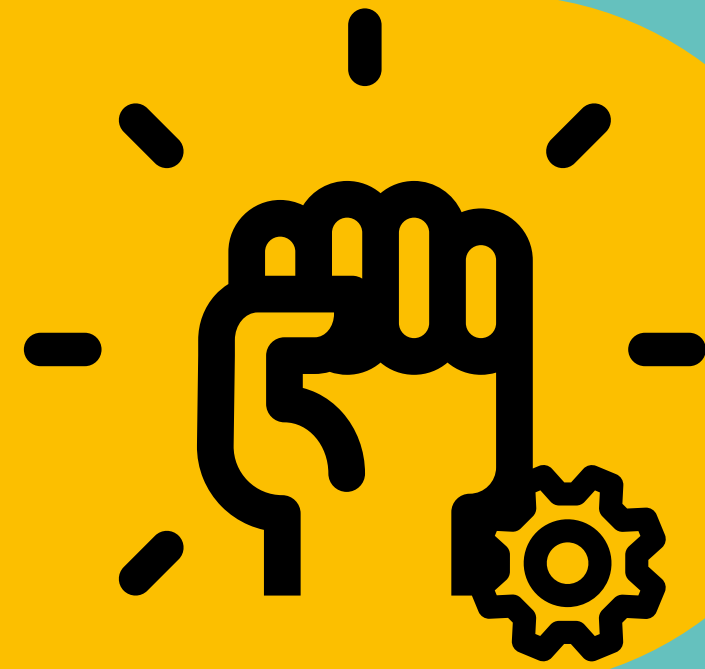


SWOT ANALYSIS

helps you analyse the results of your actions throughout the campaign

STRENGTHS

What went well?
How can you build on this?



WEAKNESS

How can you avoid or eliminate any areas of weakness in your campaign?

OPPORTUNITY

Who can help you?
Where can you get the most results? What actions will drive the best results?



THREATS

Do you have all the resources you need?
Are you reaching all the potential decision makers?
Are there any barriers?



Thank you!

Contact us:
studentvoice@ardenuniversity.ac.uk



We recommend taking a moment to answer the questions to Identify a Problem for your campaign on this form: **Make a Change** before we can move on to the gathering evidence stage.