# **Initial Campaign Concept**

This document is designed to guide SU officers through the early stages of planning a campaign. It outlines the key considerations and questions to address to ensure the campaign is aligned with the Union's vision, effectively targets the right audience, and is well-resourced for success. You can use this as a tool when talking to your mentor or others either formulating or presenting you campaign idea.

Officer Name:  
Role:  
Campaign name or working title:

## **1. Alignment with Vision and Strategy**

How does this campaign contribute to the overarching goals and mission of the Union?

Does it align with any specific strategic objectives of the Union?

Are there any manifesto priorities of the SU officers that this campaign supports? If so, specify which ones and how the campaign addresses them.

## **2. Target Audience**

Is the campaign aimed at a particular demographic (e.g., first-year students, postgraduate students, international students) or is it intended for all students?

Are there specific groups or communities within the student body that the campaign is particularly relevant to?

## **3. Campaign Focus**

Clearly define the issue, cause, or topic the campaign is focused on.

Why is this issue important to the student body or a specific segment of it?

## **4. Call to Action**

What actions do you want the target audience to take from the campaign?

What will success look like (e.g., number of petition signatures, attendance at an event, participation in a survey)?

## **5. Mandated?**

If the campaign has been mandated by the Union Council, specify the date and details of the mandate.

Yes/No Date:

## **6. Resource Planning**

**What Resources Do you think the Campaign Needs?**

**Materials:** Will you need stationery, paint, banners, or other physical materials?

**\*Digital Assets:** Are there social media graphics, videos, or other digital assets required?

**\*Print Assets:** Will you need posters, flyers, or other printed materials?

**Other Resources:** Consider any additional resources, such as venues for events or technical equipment.

**People:** What staffing or volunteer support is needed?

**\* (Try not to be precious about these. You have the opportunity to talk to the comms team who have the expertise to advise you on the best methods for communication)**

## **7. Budget**

What is the total budget for the campaign?

Has this budget been approved? If so, by whom?

Are there any potential external funding opportunities (including UEA) or sponsorships that could support the campaign?

## **8. Timeline and Milestones**

Outline the key phases of the campaign (e.g., planning, launch, active phase, wrap-up).

Are there specific dates or periods that are important for the campaign (e.g., awareness weeks, academic deadlines)?

## **9. Risk Assessment**

Identify any potential risks associated with the campaign (e.g., reputational risks, low engagement).

What mitigation strategies can be put in place to address these risks?

Are there any legal or ethical considerations to be aware of?

## **10. Evaluation and Impact Measurement**

What metrics or indicators will be used to evaluate the success of the campaign?

How will feedback from students and other stakeholders be collected and analysed?

What will be the process for reviewing and learning from the campaign after it concludes?

## **12. Collaboration and Partnerships**

Can the campaign benefit from partnerships with other student groups, societies, or external organisations?

How will these partnerships be managed and what roles will partners play?