

Campaigning at RUSU

At RUSU we're all about making things awesome for our members. Campaigning is one of the main ways that we achieve positive change for all of you.

A campaign...

- Is a way of making positive change
- Is a powerful way of changing policy, law and behaviour
- Engages likeminded people and organisations to achieve a specific aim
- Is a way of raising awareness about important issues

How can you get involved in campaigns at RUSU?

- **Submit an idea to Change It!**
Submitting an idea to Change It! can be a great way to get your campaign off the ground. Any current student at the University of Reading can submit an idea and if it wins a student vote, RUSU will support you to campaign and achieve change. Head to: www.rusu.co.uk/changeit to submit your idea!
- **Join a campaigning society**
Do you fancy teaming up with some like-minded people to campaign on the issues and causes that you're passionate about? Why not check out our fantastic Campaigns and Causes society groups by heading to: www.rusu.co.uk/activities/campaignsandcauses
- **Speak to our Campaigns & Democracy Coordinator**
RUSU has a dedicated member of staff who can support you to plan and run campaigns, as well as offering training and advice. If you fancy trying out campaigning at university, email j.lang@reading.ac.uk or pop into the RUSU ARC to have a chat!
- **Take action with the NUS**
The National Union of Students' (NUS) represents thousands of students and students' unions in the UK. They tackle all sorts of issues, including fees, the environment and equal rights. Check the many ways you can get involved by heading to: www.nus.org.uk/take-action
- **Come and chat to the RUSU Full-Time Officers**
RUSU's Full-Time Officers work on a number of campaigns throughout the academic year. If you'd like to get involved or find out more, feel free to drop them an email:
 - Welfare Officer – welfare@rusu.co.uk
 - RUSU President – president@rusu.co.uk
 - Education Officer – education@rusu.co.uk
 - Engagement and Communication Officer – engagement@rusu.co.uk
 - Community and Development Officer – communityanddevelopment@rusu.co.uk

Campaigning top tips

- **Know Your Stuff!**

Make sure you research your issue inside-out. If you want to create a convincing campaign, your arguments need to be supported by robust evidence that you can easily call on to influence people and change their opinions.

- **Build a Team**

Got a friend who's great at graphic design? Enlist them for posters! What about the course mate who's awesome at public speaking? You could ask them to help you write a speech. Creating a strong team is super important because it helps to spread the word *and* the workload!

- **Plan, Plan, Plan**

The key to successful campaigning is planning. You want to know exactly what you want to change, how your campaigning will achieve that change and what sort of impact that change would have. Planning will also help you to identify potential strengths, weaknesses, opportunities and threats to your campaign.

- **Make Friends**

Building successful alliances can really give your campaign a boost. Joining up with individuals, groups or organisations that have similar aims can broaden the reach of your campaign. There's also strength in numbers!

- **Be Creative**

In an increasingly digital age where people receive hundreds of different messages a day, it can be hard to capture and hold people's attention. The more inventive, innovative and fun you make your campaigns the more likely you are to engage people! Think about clever hooks and exciting activities.

