



10 Tips for Change It Voting Week

1. Know your stuff

Make sure you research your issue thoroughly. Every argument you have should be supported by evidence if students are going to vote to make your idea a RUSU priority.

2. #SquadGoals

Get your mates and any like-minded students involved in your campaign! Build a team of people with different skills who can help you to reach more students during the voting week.

3. Planning makes perfect

Tell your team exactly what you want to achieve and how you want to do it. Think of the practicalities – who is going to do what and when? Being organised = speaking to more students = more votes!

4. Target your audience

You may want to target certain students - some may have experienced similar issues or have an interest in what you're planning to change. Identify these students if you can; they will be receptive to voting.

5. Make Friends

Check out whether other groups of students are pursuing similar objectives. Making alliances with clubs, societies and other groups can be an effective way to strengthen your message and broaden your reach.

6. What's your story?

Use a consistent messaging and promotion throughout. Think carefully about how best to tell students about your idea. You could consider using social media, lecture shout outs, targeted emails, posters, flyers etc. The more creative the better!

7. Convert those votes

Make sure ALL your friends have voted. Many may like your idea on Facebook or on the Change It webpage but haven't converted that into an actual vote. Direct them to changeit@rusu.co.uk if they're having problems voting.

8. Keep going!

Although the voting period is relatively short, it can be tiring! Ensure you take regular breaks, eat well and stay motivated. Every vote counts!

9. Ask for help

If you want to discuss your campaign, you could meet with the Campaigns Coordinator your Engagement & Communication Officer (ask at RUSU Reception).

10. Say thank you

Finally, thank your Campaign Team for their time! Make sure they feel appreciated (you'll want them to help with any future campaign endeavours) and ask them for any thoughts on how you could improve.