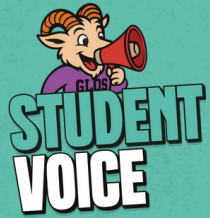


WELFARE REPS

How to Campaign



Campaigning means turning a real student issue into positive, meaningful change. A strong campaign starts with a clear problem, accurate insight and a realistic goal. Take time to speak with students from your community so you understand what is happening, how many people are affected and why it matters. Base your campaign on evidence rather than assumptions.

Decide what outcome you want to see and keep it simple and achievable. Small wins can still make a big difference, especially if they make students feel heard or improve access to support. Think about the steps you need to take, such as raising awareness, gathering stories or data, engaging supporters and speaking to decision makers. Campaigns are usually more successful when you collaborate with students, Officers, SU staff and relevant university teams.

Clear communication makes a campaign stronger. Explain the issue in plain language, keep your message short and focus on why the problem matters. Use methods that suit your community, such as social media, events, posters, society partnerships or informal conversations. Make it easy for students to get involved and share their experiences without feeling pressured or judged.

When you meet with decision makers, stay factual and constructive. Share what students have told you, describe the impact and suggest a possible next step. You do not need to solve everything at once, so be patient and track any progress. Even small changes or commitments count as success.