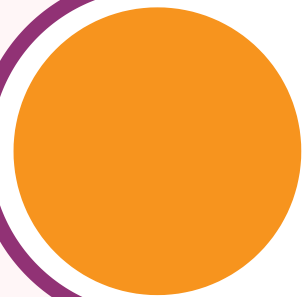




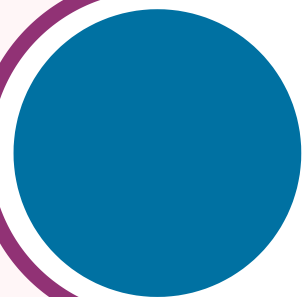
Organising and Campaigning



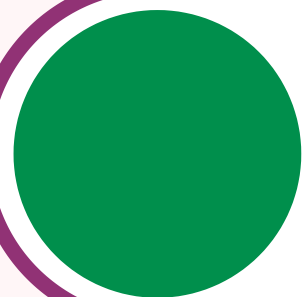
Housekeeping



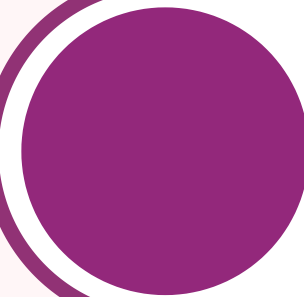
Listen when others are talking and don't interrupt.



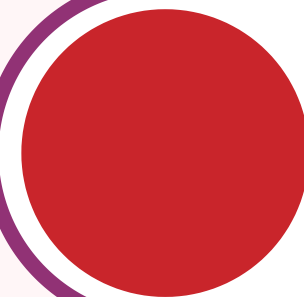
Everyone is on a learning journey. Please be respectful if someone gets something wrong.



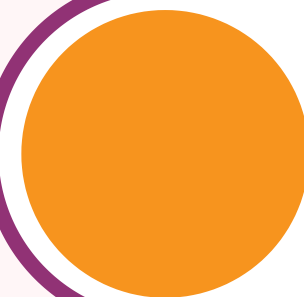
If you need the toilet or time away you don't need to ask.



Please speak clearly and loudly. We may repeat what you say for accessibility reasons.



Be Nice.



Any other rules you want to say?

HELLO
MY NAME
IS

Rounds



Project L.U.N.A

Living Unapologetically and Nurturing Acceptance

The Core Team



Aisleen



Connie



Ezra



Blue



Sera

What we will cover



- ✓ What is a campaign?
- ✓ What is the Problem?
- ✓ What is your aim?
- ✓ Power mapping
- ✓ Break
- ✓ What is community organising?
- ✓ Power and Self Interest
- ✓ Break
- ✓ 1-2-1 and House Meetings
- ✓ Action
- ✓ How to measure success
- ✓ Next Steps

WHAT IS A CAMPAIGN?



According to the NCVO campaigning is about 'creating change' it differs from 'raising awareness' as it has a tangible impact



WHAT IS THE DIFFERENCE BETWEEN A MOVEMENT AND A CAMPAIGN?



A campaign has one specific aim to solve a problem.

Example: Coppafeel's campaign about getting non-binary people to check their chests.

CAMPAIGN



A movement is a series of actions, normally formed by multiple campaigns.

Example: BLM

MOVEMENT

THE IMPORTANCE OF PLANNING

Planning can be really important when running a campaign. Everyone wants to jump in and start making change, but we need to make sure everything is planned first to make for a better campaign.

Who remembers the 'Ice Bucket Challenge'

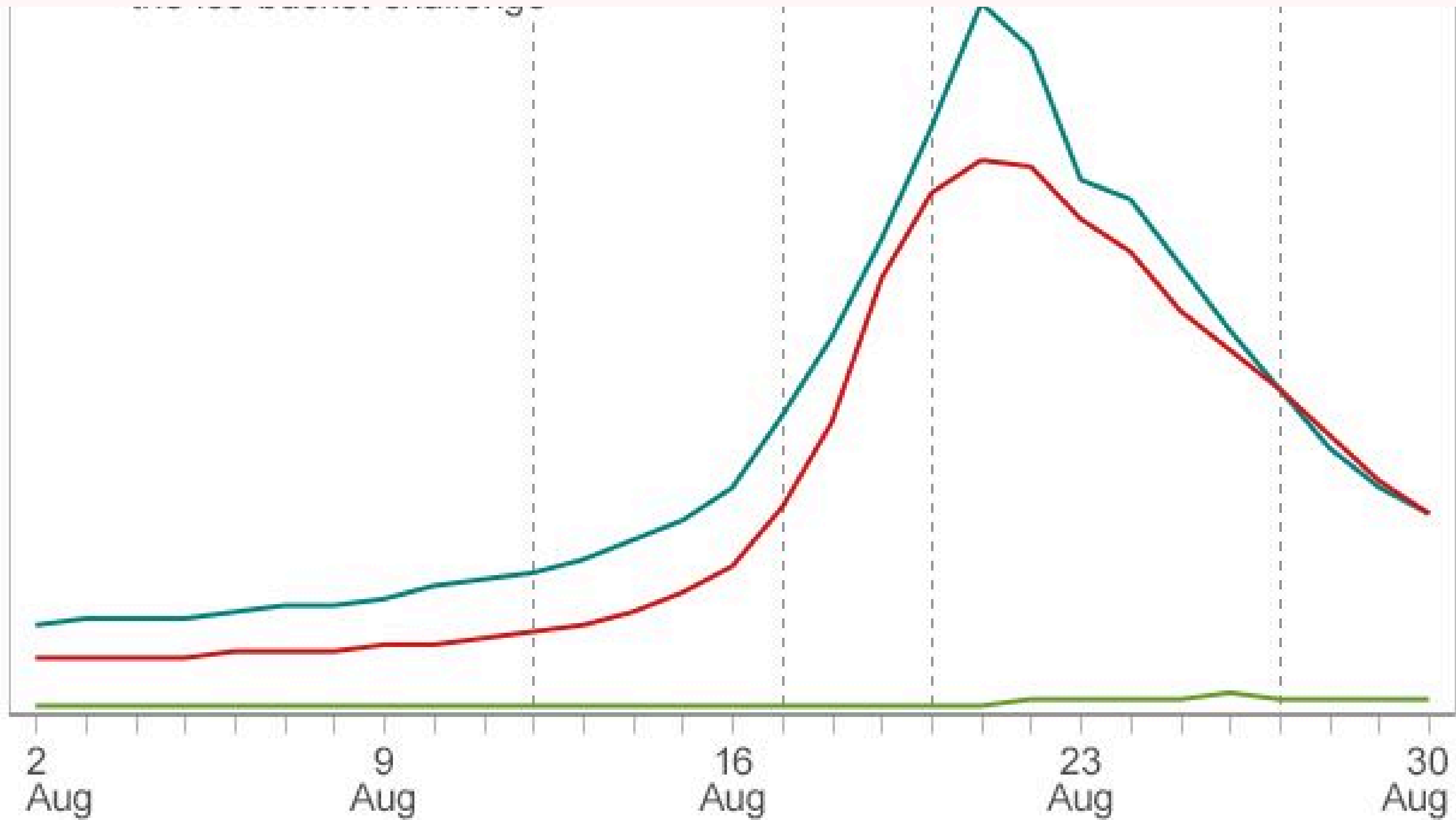


THE IMPORTANCE OF PLANNING

Who remembers the 'Ice
Bucket Challenge'

Ice water poured on your
head and donate to an ALS
(type of motor neuron
disease) organization.





THINKING OF THE PROBLEM...



What is the problem?

What is the problem with the new Supreme Court ruling?

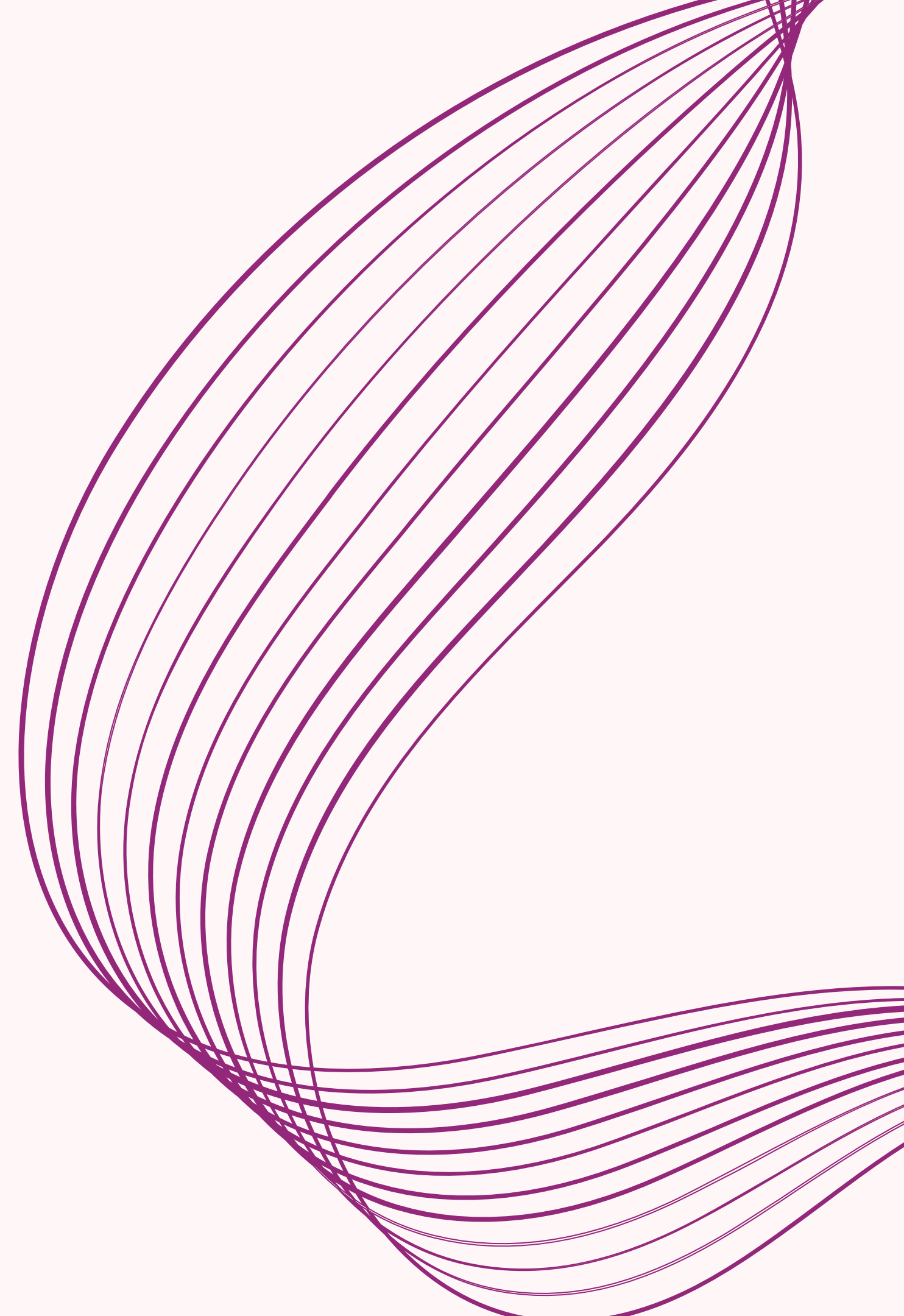
What is something that needs to change/ we need to start doing?



Write down
what you
think the
problem
is?

THINKING OF THE PROBLEM CAN BE HARD...

*Have a look at the next few issues –
what is the problem to these issues?*



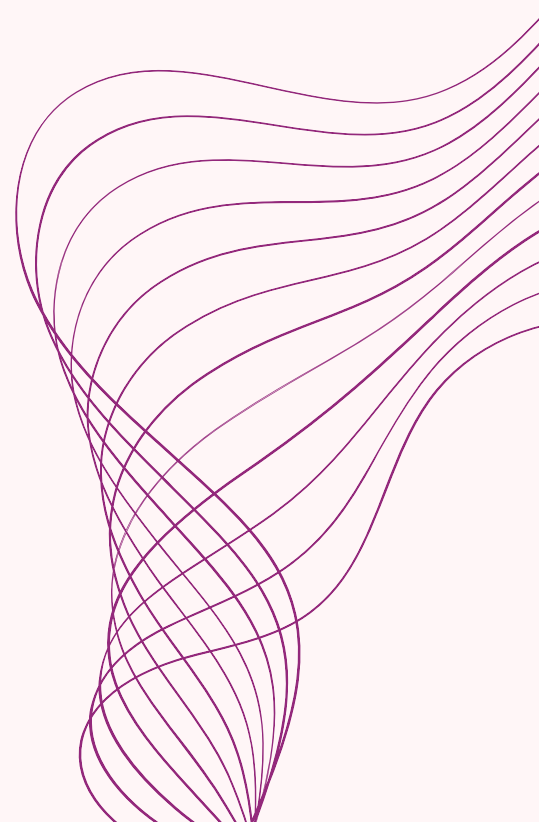



**I HAVE NO FOOD
AT HOME**




**I HAVE NO FOOD
AT HOME**

Problem: I am hungry



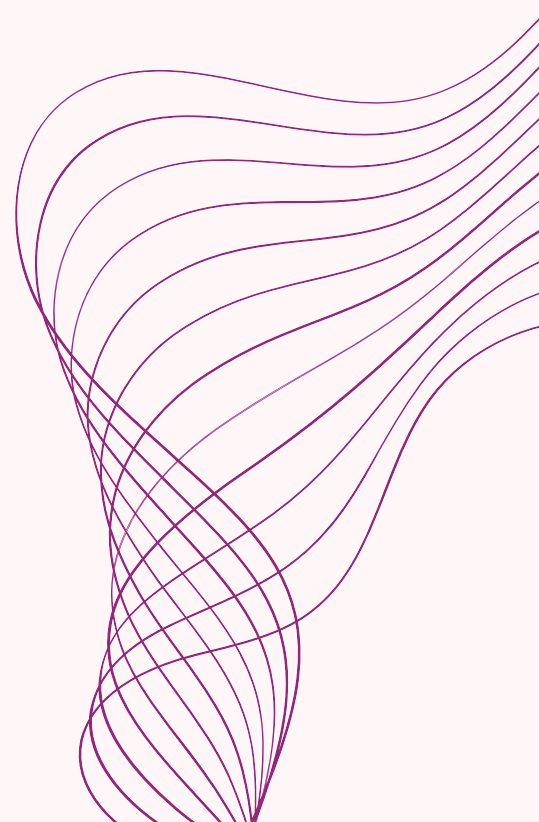


**THE HEATING IN
MY FLAT IS
BROKEN**



THE HEATING IN MY FLAT IS BROKEN

Problem: I am cold



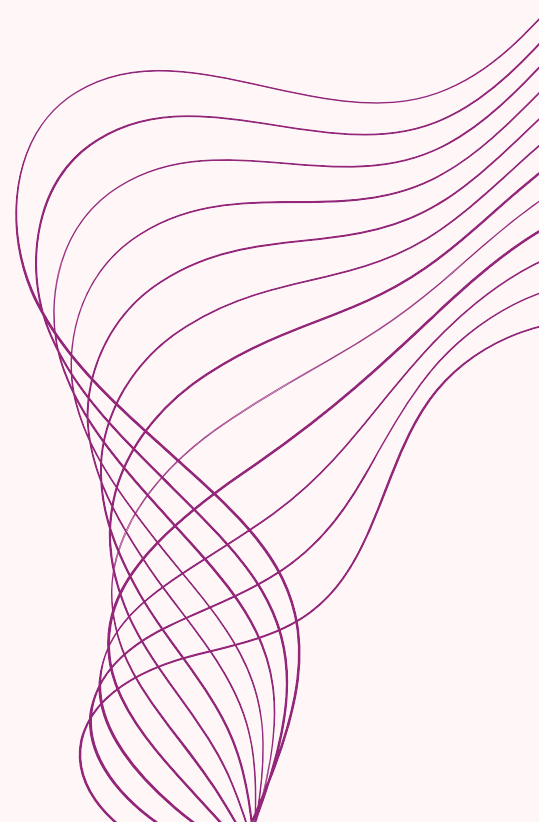


**I BROUGHT TWO
CONDITIONERS
AND NO
SHAMPOO**



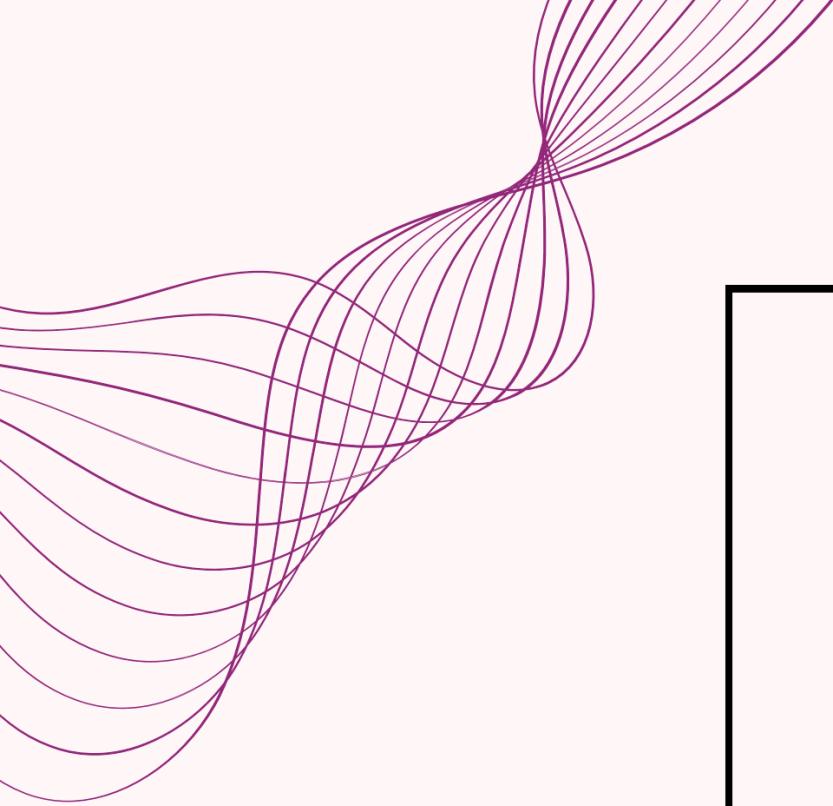
**I BROUGHT TWO
CONDITIONERS
AND NO
SHAMPOO**

Problem: I can't wash
my hair





**WE NEED TO
DIVERSIFY THE
FOOD BANK**



**WE NEED TO
DIVERSIFY THE
FOOD BANK**

Problem: We have a
food bank





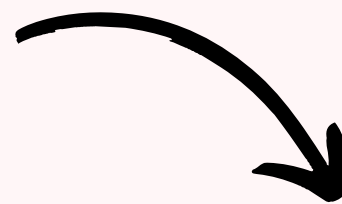
TITANIC PROBLEMS

Many people died during the Titanic disaster because there were not enough lifeboats to go around for everyone to get to safety. However the main issue is that the Titanic hit an Iceberg.

We need to diversify the food bank ...

Not all everyone
can access food
and items that
represent them
and their culture.

**LIFEBOAT
PROBLEM**



Students
need to
access a
food bank

**ICEBURG
PROBLEM**

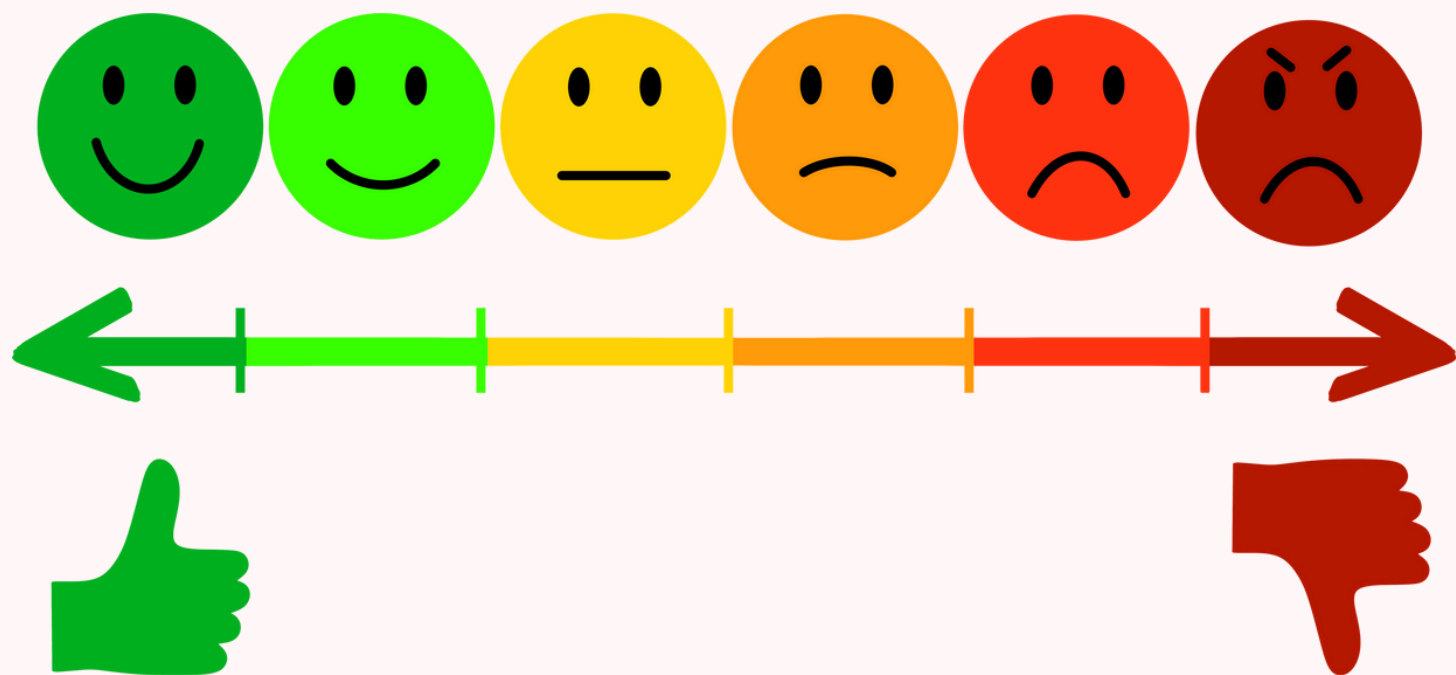




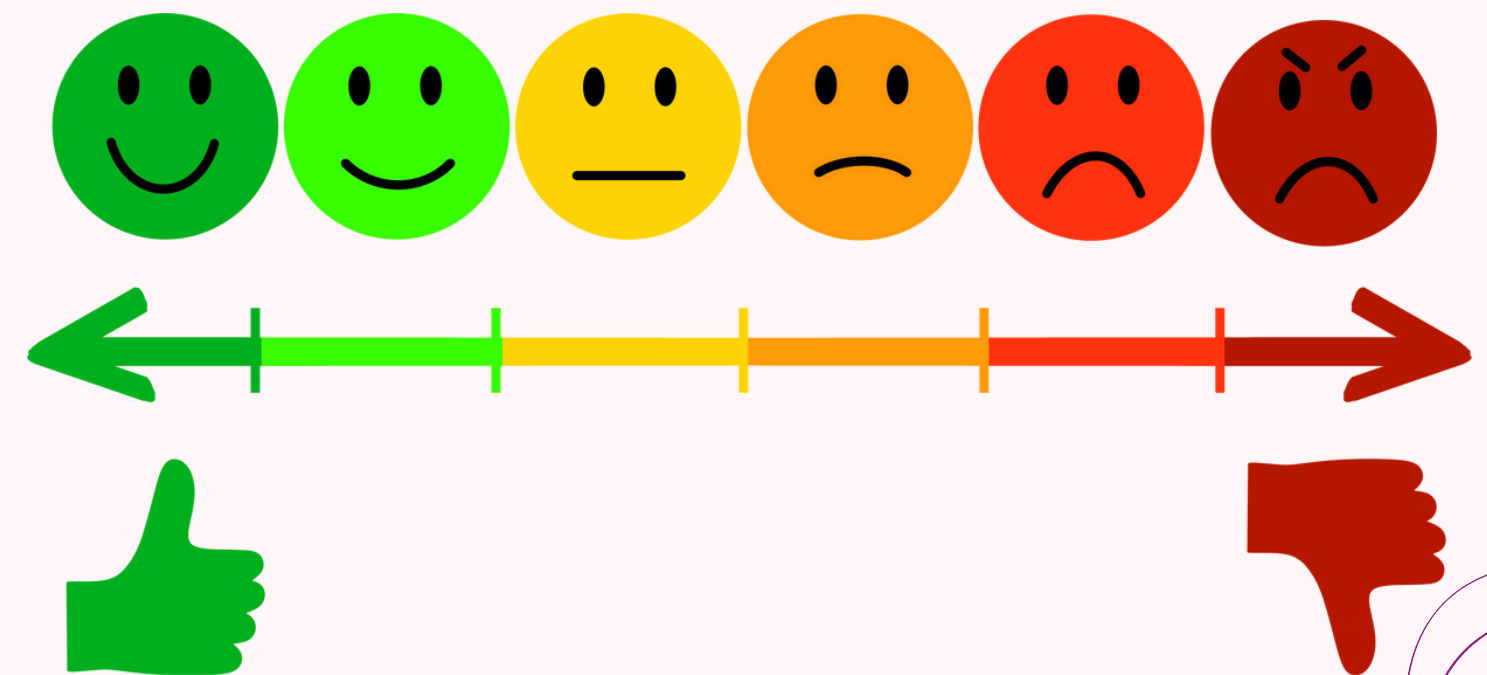
Wicked Problems



Deeply Felt



Widely Felt



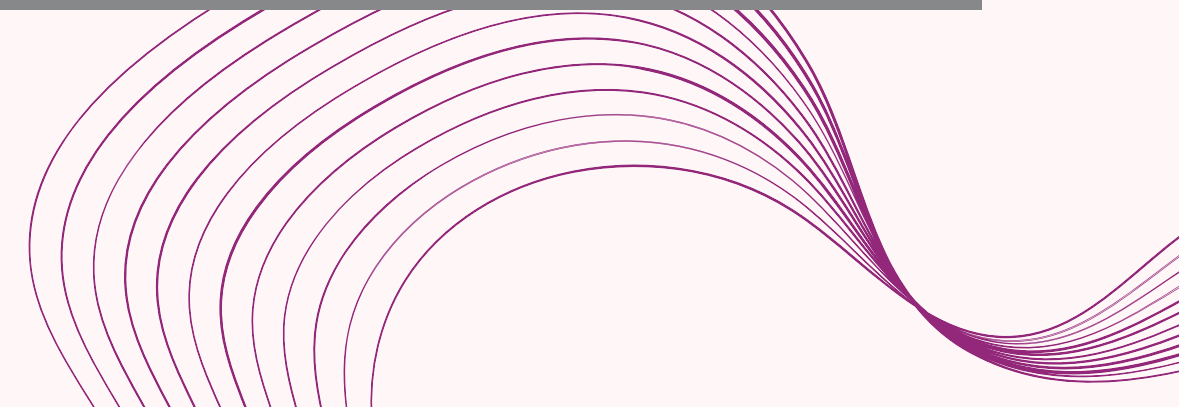


WHAT'S THE PROBLEM?

Look at the problems you wrote down before – is it the actual problem?

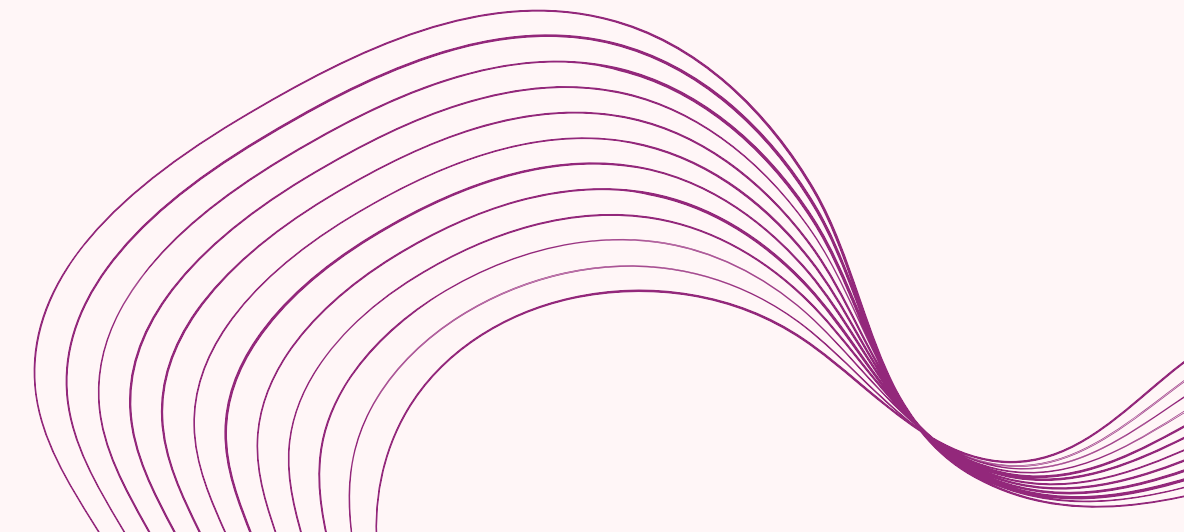
Consider:

- Are you looking at the actual problem?
- Is it a Titanic Problem?
- Is it widely or deeply felt?
- Is it actionable?



WHAT'S THE PROBLEM?

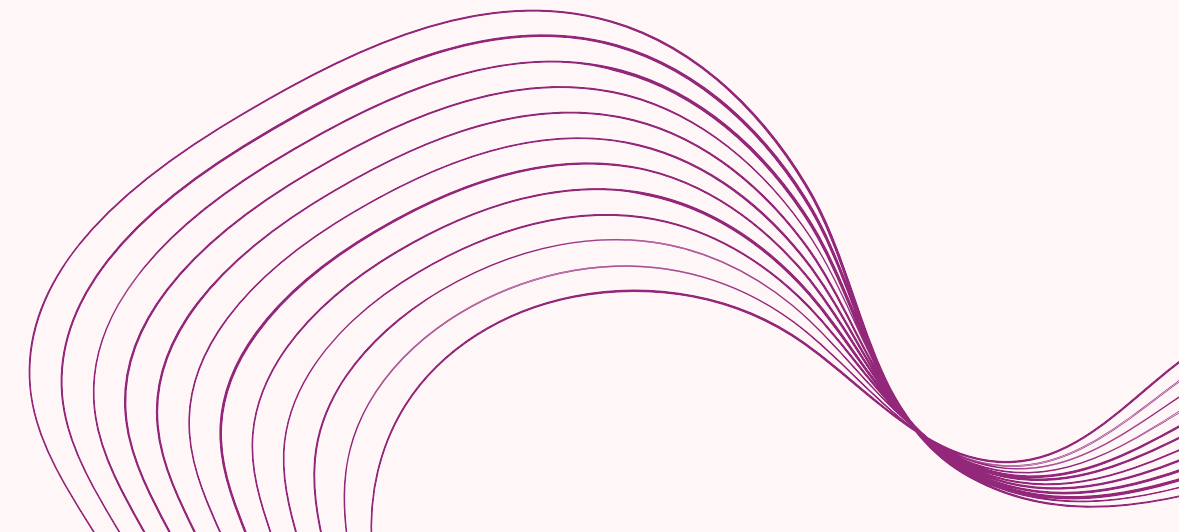
Organise your problems from before into categories (are some similar?)



WHAT'S THE PROBLEM?

Organise your problems from before into categories (are some similar?)

Rank the problems



WHAT'S THE PROBLEM?

Organise your problems from before into categories (are some similar?)

Rank the problems

Collectively agree which is the most important problem to tackle?



1

IDENTIFYING THE ISSUE

It's essential to have a clear understanding of the problem you are trying to change and what solution you want to see

PROBLEM TREE

The consequences

Roots, trunk, branches! Start by writing the problem on the trunk of the tree, under the problem write the root causes of the problem, above the problem write the consequences of it on the branches.



The problem

The root causes

SMART Objectives

SOLUTION TREE

Effects of change



The ideal solution

Things that would change the root cause

Roots, trunk, fruit! Think about what would change the root causes, use the trunk to write down your vision and the fruits of the tree are the effects of the change.

What are the causes of the problem?

Create the roots of the trees.
What are the root causes of your
problem?





What are the outcomes to these root causes if nothing is done?

Create the branches of the tree.
For each root cause, write an
outcome of this at the top of the
tree.

What are the Solutions to the problem?

Create second roots for the tree
in a different colour. Write some
of the solutions to the problem.





**What are the
outcomes to these
solutions.**

Create new leaves of the tree in
a different colour. For each
solution, write an outcome of this
at the top of the tree.

Your Turn

As a group, lets step by step
go though a Problem Tree.



What are the causes of the problem?

Create the roots of the trees.
What are the root causes of your
problem?





What are the outcomes to these root causes if nothing is done?

Create the branches of the tree.
For each root cause, write an
outcome of this at the top of the
tree.

What are the Solutions to the problem?

Create second roots for the tree
in a different colour. Write some
of the solutions to the problem.





What are the outcomes to these solutions?

Create new leaves of the tree in
a different colour. For each
solution, write an outcome of this
at the top of the tree.

Next Steps...

- What is the main root Cause you want to try and tackle?
- What is the main solution you to help you tackle the problem?



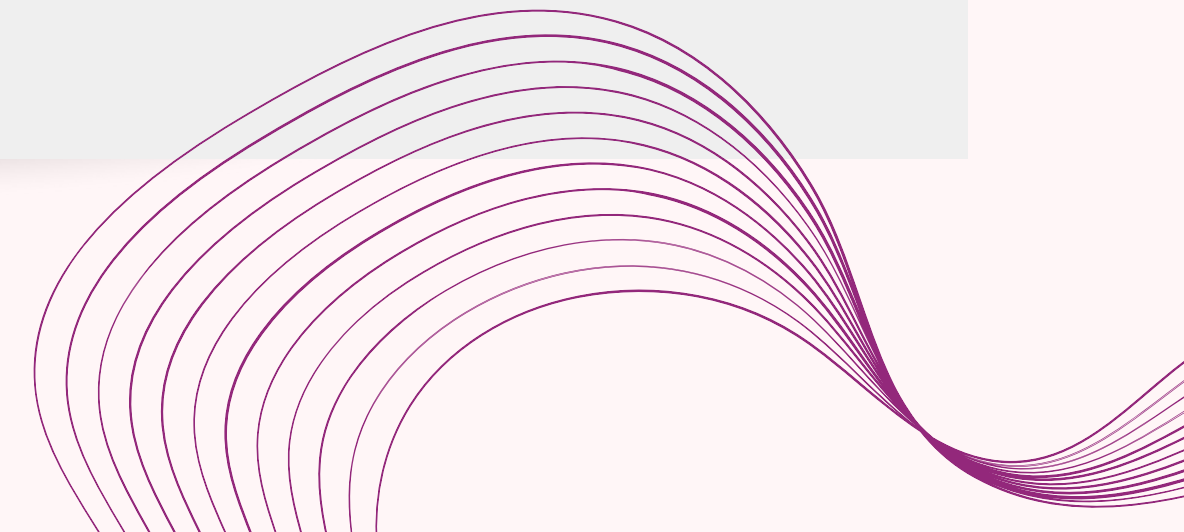
CREATING YOUR AIM



Using the problem and your solution we will now write your aim for the campaign.



This will be one of the main things you will need to remember.



TIME FOR A

BREAK.