

## Top tips to encourage diversity within your group

These tips were compiled at the Forum 2009 by students at the 'Revolutionising the network: How to build a mass movement.' session

- Try to focus on a wide range of campaigns
- Have a diverse range of targets and tactics
- Use lots of different methods to communicate, such as text, emails, written leaflets, and word of mouth
- Create personal relationships with people as much as possible
- Make sure people realise that you don't have to immediately change your lifestyle to join
- Think about how group actions can alienate people
- Make sure that your group is accessible to new students by making sure that at there is something for everyone, for example that not all the campaigns are radical- so that new students have easy way in
- As questions such as: Could you be more open and encourage people to bring their children?
- Have different group roles to suit different strengths
- Be supportive to all group members
- Try not to put too much pressure on people to do everything. It is OK to miss stuff- don't single people out for one specific element of their identity
- Be flexible in terms of time is during the day or evening better?
- Pro actively try to involve people
- Understand that this is a slow process
- Make effort to engage isolated individuals
- Use inclusive language
- Present a diverse image at recruitment events

## Support Office's top tips

- Link with the local community groups: Some ideas are go and talk with them, see where there interests lie, do joint events, ask if they are interested in coming along to a P&P meeting, ask them how you could encourage members of their group to come along, ask them if they would like to hear a talk on a campaign issue, ask them to be part of one of your events.
- Link with other societies: here is a list of lots (but not all) of the minority students societies at different universities: <http://www.minoritystudents.co.uk/node/11?q=node/11>
- Think about your communications, what language are you using, who your audience is, which modes of communication work best?
- Create actions and general activities are creative and reflect different cultures. So for example instead of holding a debate on climate change why not hold a green graffiti night? Or have a mass T-shirt re-design evening that focuses on a campaign.