

Choosing a campaign issue/theme/topic – guidelines to aid decision making

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These guidelines have been drawn up by Ric with input from Eilidh, Bronwyn and James, and are loosely based on the guidelines used to choose the Cotton campaign with ideas from the the Campaigns Consultation.

Guidelines for Choosing a Campaign Issue, Forum 2008

“What is the kind of campaign do we want to build? Some points to consider.”

The campaign issue...

1. ...is a significant human rights, poverty and/or environmental injustice.
2. ...is raised by those affected or in solidarity with them.
3. ...could include a variety of campaign goals and targets when developed.
4. ...is meaningful to students across the People & Planet Network, by age, geography, interest experience and skills.
5. ...has opportunities for cooperation with other groups, including those in the Global South, but could allow People & Planet to contribute something unique.
6. ...has a body of research and resources available to us in order to develop the campaign.
7. ...fits in with and draws from current and past People & Planet's campaigns.

Guidelines for Choosing a Campaign Strand, Forum 2009

“What is the ideal campaign? Some points to consider.”

The campaign...

1. ...tackles a root cause of a significant human rights, poverty or environmental injustice. It could link these together.
2. ...is demanded by those affected or in solidarity with them.
3. ...has specific, achievable goals or aims at a local, national or international level over its planned lifetime. It could have several interim goals as well as or instead of one big goal.
4. ...includes a range of possible actions and strategies catering for people with different skills, levels of experience and preference of campaigning methods in the network.
5. ...is relevant to students, in schools, colleges and universities.
6. ...is relevant to the entire network in the UK, possibly with separate goals and actions in regions with devolved government.
7. ...works within the antonymous groups structure of People & Planet.
8. ...can involve the network in planning and running to encourage understand of the issue and more generally active global citizenship.
9. ...uses People & Planet's strengths as a student network.
10. ...has opportunities for cooperation with other groups, including those in the Global South, but contributes something unique to their work in the area.
8. ...has a body of research and resources available to us in order to develop the campaign.
11. ...fits in with and draws from current and past People & Planet's campaigns.