# SOCIETIES DEVELOPMENT PLAN

Would you like to start a new society? This form will help you develop your ideas to become a ratified group of HUU. Once you have created your development plan, this will be sent to a panel who will review your form and be in touch with you if your plan is approved.

**Proposed Society Name:**

**Your Name:**

**Your Email Address:**

|  |
| --- |
| **Aims:** What is the aim for your proposed group? e.g. *“To connect these students together with similar interests.”*  |
| **Objectives:** Objectives make the aims (above) happen. They are the practical ‘how’ of your development plan. These should be SMART (Specific, Measurable, Achievable, Realistic, Timed). e.g. *“Gain 10 members who have this shared interest.”*        **Unique Selling Point:** Are there any similar groups to yours? If so, explain how yours will be different. Why would a student join you, rather than another group? What makes your society unique?  |

|  |
| --- |
| **Values:** What is important to the society? What standards are necessary? These may be single words (e.g. *creative; accessible*) or sentences (e.g. “*We will treat everyone with respect.”*)   |
| **Membership:** Have you any interest in your proposed society before completing this form? If so how many interested students? Who will be interested in your group and how are you going to get them on board?    |
|  **Marketing and Communication:** Your society is a ‘brand’ and needs to effectively market itself to Hull University Union members and potential associate members. When you have paid members, how are you going to communicate effectively with them? How often? What tools will you use e.g. social media, word of mouth, stall on the Concourse?           |

|  |
| --- |
| **Finances:** Think about your income and expenditure for the year. Are you aiming to source sponsorship or other funding – how? What are you planning to charge for membership? What facility hire and travel costs may your group encounter?         |

**Lastly, which category would your group identify with?**

• Academic

• Arts & Cultural

• Campaigning & Political

• Faith

• Games & Fandom

• International

• Music & Performance

• Special Interest

* Health and Wellbeing