

## Student-Led Campaign Template

Description:

*What is your campaign/project about?*

Aims and Objectives:

*What do you want your campaign to achieve? Do you have SMART objective? Specific, Measurable, Achievable, Relevant & Time bound.*

How will you go about achieving your aims and objectives:

*Days/Events/Promotion/Activities/ETC*

Who will help you be able to help you achieve your aims and objectives:

*Staff/Student Officers/Friends/ETC*

Who will this campaign/project benefit and who will it impact?

*Students/Staff/Local Community/ETC*

Who will you engage with and how do you plan to do it?

*Does your campaign target a specific group of people? How do you want to engage with them? Face-to-face/Online/ETC*

Timescale:

*How long will each activity you want to do take and do you have a deadline for your campaign/project?*

How will you measure your success?:

*Pictures/Mentions on social media/number of participants/ETC*

How will you communicate the outcome/wins of the campaign/project to students?:

What is your action plan?

*What are the next steps moving forward? Who do you need to set up a meeting with?*

Review (For after an event or when the campaign/project has come to an end):

*How do you think your campaign/project/event went? Was it successful? What were the outcomes? Did it achieve its goals?*

Who to contact:

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