

WHEN WERE THE AIMS ACHIEVED?



Reclaim The Power, Heathrow Airport campaign, 2018.
Photo © Reclaimthepower

In each group, identify which student has the surname that starts with the letter that is furthest to the bottom of the alphabet (i.e. closest to z).

Work out which month they are born.

Look up the issue that you will be working on.

STEP THREE - GATHERING INSPIRATION

Month	Topic	Ideas
January	LGBT+ rights	Equal marriage
February	Crime	Knife crime, stop and search
March	Elections	Votes at 16, proportional representation, all-women shortlists
April	Housing	Homelessness, affordable housing, green space
May	Disability rights	Disability access
June	Transport	Free transport for 16-18 year olds
July	BAME rights	Decolonising the education system
August	Poverty	Anti-Austerity
September	Climate change/ environment	Disco roadblock to highlight climate change
October	Women's rights	Women's march
November	Education	Curriculum for life, tuition fees
December	Mental Health	Male suicide

STEP FIVE - GENERATE IDEAS

What is your issue?

What is your specific campaign?

Write down the conditions in which you are running your campaign.

STEP FIVE - GENERATE IDEAS

Brainstorm campaign ideas to boost your campaign.

ANALYSE YOUR IDEAS

Choose your top three ideas

- 1.
- 2.
- 3.

For each of them, think about:

- Is the idea within your parameters?
- What will be the impact of the idea? How will that impact help you to be successful in your campaign?
- Is your idea achievable? Will you be able to implement it?

Final idea

PRESENT YOUR IDEAS

Prepare a 2 minute presentation to explain your campaign to the rest of the group. Think about:

- What? - What is your idea?
- Where? - Where will it take place?
- Who? - Who will it involve?
- How? - How will you plan and organise it?
- Why? - Why do you think it will be effective?