

Date / Year

the social change  
**nest**

# CAMPAIGNING FOR CHANGE



# ABOUT ME

# TODAY'S SESSION



**What do we mean by 'campaigning'?**



**Key Ingredients**



**Power, Strategy and Tactics**



**Staying Safe as we Speak Out**

[Link to slides here](#)



# WHO'S HERE?

Put a \* in the box name closest to the issue you work on, or if it's not there, write it in the MORE box

**Climate  
Justice**

\*

...  
**Health Inequalities**

**Migration**

**Anti-racism**

**MORE!**

*Community care public info  
campaigns—public health, emergency  
preparedness, etc.*

*Green belt land reform*

*Open Collective -  
Technology*

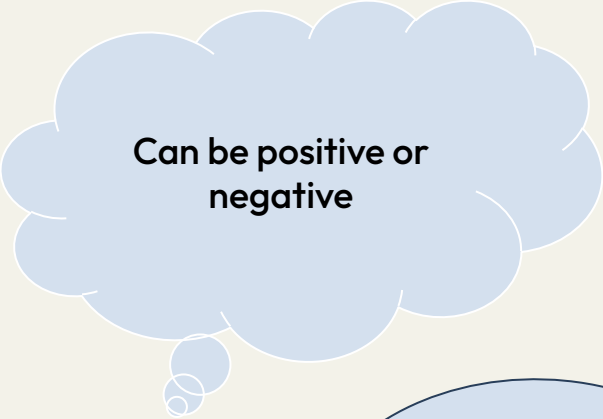
**Disability  
Justice \***

**Economic  
Justice \***

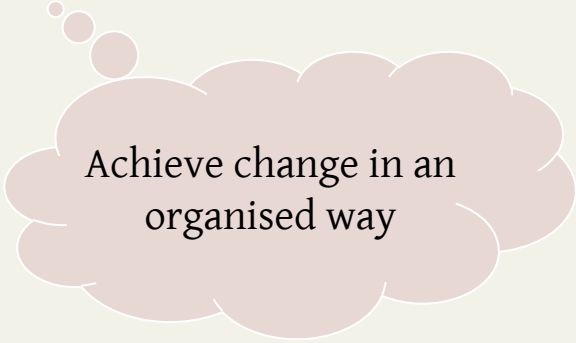
...  
**Poverty  
and  
inequality**

**LGBTQ+ Rights**


# WHAT DO WE MEAN BY CAMPAIGNING?



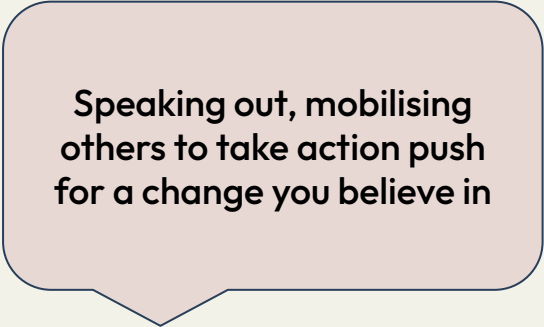
Can be positive or  
negative



Achieve change in an  
organised way



Strategies to  
achieve change



Speaking out, mobilising  
others to take action push  
for a change you believe in

# WHAT DO WE MEAN BY CAMPAIGNING?

One way to define campaigning is:

✿ “Working together in an organised way to shift power, in order to achieve a specific (small-p) political goal”

# KEY INGREDIENTS FOR A SUCCESSFUL CAMPAIGN



 **Aim**

 **Strategy** - inc. power analysis

 **Tactics**

 **Plan and timeline**

 **Evaluation**

# CAMPAIGN AIM

A campaign aim is a specific goal that you (+ partners / allies) are trying to achieve within work on a broader issue.

Campaign aim should be:

- Specific and measurable – you know when you’ve won
- Technically possible in scale and timeline
- The right size and shape for your group
- Constructive: brings you closer to the larger-scale change you seek



# AIM VS ISSUE

Issue	A Campaign Aim
Fossil fuel extraction	Stop Rosebank Oilfield being developed
Hostile Environment for Migrants	End NHS charging for migrants
Stop genocide in Gaza	End UK arms sales to Israel
Oil extraction in Niger Delta	Getting young girls to speak out on impacts on them Get X company to adopt better environmental practices
Migrant justice in US	Abolish ICE - but do folk know how to make it happen?? Is it a slogan or the campaign aim?
Awareness of atrocities of colonisation / Rhodes must fall	Repatriate Rhodes's body back to Oxford

# CAMPAIGN STRATEGY





An **overarching approach** to achieving campaign aim, based on **analysis** of what is most likely to make change happen

“We will make X change happen by taking Y approach to bring about Z specific outcome”

Usually describable in 1-2 sentences



# WHY IS STRATEGY CRUCIAL?

-  Provides clarity on central choices
-  Helps to think about what's worth doing, in what order
-  Makes sure you don't miss opportunities
-  Without a clear strategy you're unlikely to win

# CAMPAIGN STRATEGY: SOME EXAMPLES

- Stop fracking by resisting it wherever it's proposed until it becomes uneconomical
- End NHS charges for migrants by building a large-scale coalition to make charging regime unworkable and untenable
- Stop library closure by organising local opposition and focussing it on councillors in marginal seats

# ELEMENTS OF A GREAT STRATEGY

**Understanding situation:** what is the relevant info about your campaign and its context?



**Analysis:** what does that info *mean*?



**Synthesis:** what's your hypothesis about how to achieve your aim, based on your situation analysis?

# POWER



Campaigning builds power to **make current situation untenable** (e.g. gov't U-turn on benefits)

To do that you need clear **power mapping and analysis**

Within-campaign power: people worst-affected by injustice must hold this power - **don't reproduce oppressive structures**

# GROUP ACTIVITY

**Name your *aim*, and articulate your *current strategy* in a couple of sentences to your group.**

**If this feels hard, have a go and others can help you.**

**If it's easy for you, support others in your group to articulate their own strategy, or talk about the process you went through to produce yours.**

# TACTICS - THE FUN BIT!

These are specific actions you will take in line with your strategy, to get you closer to winning your campaign

Can usually *see* or *touch* (or at least photo) a tactic

Strategy before tactics, ***always!***



# TACTICS

Creating documentaries around legacy of Rhodes - using opportunity of having ears of professors

Petition on period equity to gain media/PR, got in newspapers, eventually got through to PM - tried to take one step at a time.

Drax AGM disruption poking fun at power - held banner outside door, and then protestors rushed the stage - made Drax look bad

Point that tactics can have unintended consequences - e.g. JSO actions  
Trade off between benefits and costs of certain tactics.

Stop Rosebank - a campaigner took the mic and was a really great speaker - intervening in a space where communities should have the power

Question: how to get experts to engage with more creative tactics?

# RISKS IN CAMPAIGNING

- Campaigning is risky but that doesn't mean we should stop!
- Riskier for some people than others
- Not just legal risks – non-state actors trying to silence us too
- Important to know how to keep yourself and your group safe



# BEING BOLD AND KEEPING SAFE

- Know which laws apply to your group and which not to worry about
- Know your rights, e.g. [GBC Bust Card](#)
- Think about your group's *risk appetite* and who is most at risk from what
- Have good plans in place if things go wrong – crisis comms, experts to call, etc