

A STUDENT CAMPAIGN

AIMS AND OBJECTIVES

The aim of my campaign is to raise awareness for homophobic hate crime; in addition, the following specific objectives will be part of my campaign.

- To raise awareness of resources that are available to victims of this type of crime, and also to raise awareness of potential offenders that their behaviour has negative consequences for the victims of this type of crime and even that their behaviour constitutes a crime.
- To attain 10,000 likes on social media platforms
- To design and manufacture a range of branded merchandise (t shirts, hoodies, and face masks) which promote awareness amongst young people of homophobic hate crime.
- To have organise a series of events (cake sale, fashion show (drag) that will culminate in a rally at Luton Town hall.

AC3.1 - Planning

- ✓ Aims and Objectives
- ✓ Target Audience
- ✓ Methods
- ✓ Materials
- ✓ Finances
- ✓ Timescales
- ✓ Resources

TARGET AUDIENCE

This campaign is young people aged 16 to 25 in further and higher education settings. I have chosen this demographic as I believe that the campaign must concentrate on a particular group as very broad-based campaigns lose effectiveness through a lack of focus and engagement.

The campaign will target both victims and offenders - victims will be offered support, help and advice and offenders will have their awareness of the consequences of this crime raised.

METHODS AND MATERIALS USED

I have identified three main campaign methods that I will be using to promote my campaign. Social media will be used, because most young people use it so it is a quick way to see an advert and it is also cheap for the amount of people that it will reach. I will create a twitter hashtag to get people involved and then I will also ask people to send in their stories and things that they know about the LGBTQ+ community. In addition to this, I am using merchandise because if people can get something out of it, to raise awareness for it.

My final designs will be a beanie, hoodies, t-shirts and wristbands with a logo (Halt the Hate, Heal with Pride) and a contact number on. I will sell these at schools, colleges and universities. As well as this, I will use the method of poster creation as it gives a short sharp hard-hitting message that will interest young people. Also, people will be intrigued by the colours as it will be associated with sexuality. These will be posted around schools, colleges, universities and gay bars so they are visible to all people that it may affect

To create my social media websites, I will need internet access and access to my research so I know what information will be going on my accounts. With my merchandise, I will need plain white t-shirts, hoodies and beanies so I can create the design to go onto them. As well as this, I will need internet access and printing access so I can create and print my design and also use a website to design and buy my wristbands in bulk. To create my posters, I will need internet access and a website to make them on. Also, I will need paper and printing facilities so I can mass produce them

FINANCE/BUDGET

To create my posters, I found a website called alocalprinter.com and here I could buy 500 posters for £94. 100 t-shirts from eBay will cost me £179, and 600 wristbands from gowristbands.co.uk would cost £319. After calculating how much all my materials would cost to produce, I found that I would need to raise £1'5157 For my pricings, I have decided that wristbands will cost £1 and this means if I sell them all I will get £600 in total! For t-shirts, these are £7 so I will earn £700, hoodies will be £12 so the overall earnings will be £1200 and beanies will be £5 so I will make £250 from them. In total, I would make £2605 which means a total of £1615.00 in profit will be made. Our biggest single expenditure would be the billboard advertisement my the A500 slip road, however the organisation – Luton Council against

A TIMELINE OF THE CAMPAIGN

Stage 1 (Research) - Will be dedicated to researching statistics and existing support lines that are available for people suffering from sexuality hate crime. I will do research into the number of sexuality hate crimes being committed in the UK and what affects they are having on young people. As well as this, I will look into real life cases in this country and the average age of victims. Overall, this should take me about 3 weeks to complete because the research will be very thorough.

Stage 2 (Design) - is the designing stage, and this will hopefully take me a total of 1 month to complete. I will design my merchandise using a publisher programme to create the logo and then buy all the blank merchandise to get them printed on by a company. I will create and design my posters on alocalprinter.co.uk and use simulator to mock-up designs of my social media pages before they would go live to the public. I will link my campaign to the Trevor Campaign and Tyler Oakley and also Sia, as they are heavily involved in sexuality hate crimes and the LGBTQ+ community.

In stage 3 (Production) - I will create my materials and take up about 2 and a half months to make sure they are perfect for the start date of my campaign. I will do an event like a cake sale, sports event or concert to raise money so I can buy my merchandise and posters. Also, I will produce t-shirts, hoodies, beanies and wristbands to go along with my posters. The profit from my original catalogue of merchandise will be used to buy more so that there is a constant supply if needs be.

Stage 4 (Implementation) - , is implementation which will take 2 months to complete properly. I will launch the LGBT Freedom campaign on valentine's day with events in Luton because it is all about people being allowed to love who they want without living in fear of the consequences. The social media accounts will be set up 2 weeks before the event so that people know in advance about it and will have chance to visit before the campaign launches. Promotion and selling of merchandise will happen at these events and at educational organisations when I will visit to do talks with the young people about the campaign and about the LGBTQ+ community.

My Logo and Print Media



My Merchandise



My Logo and Print Media

