

Campaign Strategy

Hold a launch event

Give your 10:1 campaign an official launch to raise awareness of your aims and to inspire others to get involved. It doesn't have to be extravagant, as long as the message of the campaign is made clear. A speaker event is often effective; there may be some academics at your university that have worked in the field of social equality. Above all, ensure the event is well publicised and that all local and campus media are made aware.

Seek support from public figures

If a well-known figure is visiting the university, or you're attending an event at which there are likely to be such people, having them sign a pledge of support for the campaign can really raise its profile. Getting a photograph of them holding their signed pledge would also be great for attracting media attention, and a press release should be sent out to all local and campus media whenever your campaign gains another well-known backer. The national Young Greens can also help to arrange for speakers to give talks on your campus. Get in touch at admin@younggreens.org.uk.

Get notable alumni on-board

Contact notable members of the alumni asking for their support. Perhaps you could send a pre-written letter that they could sign and send back to the Vice-Chancellor. Asking for quotes to be used in articles and press releases could also prove very successful; the more high-profile pressure applied to the Senior Management Team, the more likely it is that they'll feel obliged to act.

Collect signatures

Your campaign pack will include the 10:1 postcards that have a blank space for a signature on the back. Set yourself a target number to be collected and, when achieved, make an event of handing them to your Vice-Chancellor, with plenty of photos for press releases. These can be present on stalls at university events and Fresher's Fayre.

Make publicity a priority

Whenever there's a development in the campaign- report it. No matter how small it seems, it's likely there'll be somebody willing to publish it, especially on campus. Don't ever worry about sending too many press releases- the more people read and hear about your campaign, the bigger an impact its message will have. Freedom of information requests work well for finding out the facts behind senior management pay at your university, and this can then be used for an exposé style leaflet.