



# About UNITE US



Unite US is an exciting new social action programme from the Transformation Trust open to sixth form students who have an interest in politics. You will either already be studying politics at A Level, or plan to study politics or a similar discipline at university. Unite US aims to harness the passion and enthusiasm of young people to change their local community for the better.

*In teams of **four**, you are invited to create and execute local campaigns that encourage people to see beyond racial and faith divides, and to celebrate what unites us. This might be around a particular local issue or concern, or around a more national theme.*

The best campaigns will use a full range of communication channels (including direct mail, traditional and social media, public meetings) and students will be asked to make a short film telling their campaign's story and showing the impact it has made. Each team will also be asked to provide monthly reports on how many local people they have reached through their campaign.

# About UNITE US



There are significant community and cultural cohesion issues in the UK, with recent data suggesting there are twenty young people excluded from school every day for racial abuse of their peers. These issues are magnified in local communities more generally, with race-hate crimes having increased since the UK's decision to leave the EU in June 2016.

We believe the most effective way of addressing the issues of divided communities is through schools and, specifically, through direct social action from young people. Unite US aims to harness the passion and enthusiasm of young people to change their communities for the better.

Through Unite US we want to create a movement of tolerance and inclusion across the most divided communities in the country.

***Your campaign begins here!***

# UNITE US for you!



The top twenty teams will be invited to a Finalists Forum in London early in the spring term. The teams will each present to a panel of judges, and their peers from competitor schools. Ten short-listed schools will be awarded £100 to further the reach and impact of their projects. These schools would be given a further five months to deepen and broaden their impact, using the funding awarded.

In the summer, four winning schools will be selected for places on the **Study Tour to Washington DC** in July 2018; and will involve master-classes for the students in *Campaign College*.

On their return to the U.K., students will apply the lessons learnt in the U.S., and develop their work further, before participating in a final reunion session in London in October 2018 to present on the total impact of their project throughout the 12-month period, together with their plans to ensure the project has a lasting legacy.

# UNITE US for you!



What you will do:

- **Activate a local campaign** that raises awareness of social cohesion and the need for greater tolerance of others;
- Consider yourselves as **agents for change in your local area**, able to bring together divided communities for the common good;
- **Develop your own cultural awareness** as you reach out to communities beyond your own;
- **Develop your understanding of the bipartisan nature of campaigning** and the importance of working with a broad spectrum of interests;
- **Deepen your understanding of how to run effective campaigns**, across multiple channels;
- Give you a **life changing and unique opportunity** which will give you transferrable skills and excellent experience which can be used in your futures.

# Lesson Aims



- 1) Pick your Campaign
- 2) What do you want to achieve?
- 3) Messaging
- 4) Who are you aiming for?
- 5) How will you access them?
- 6) Money matters
- 7) Evaluation

Each stage of this resource will help you build a strong campaign capable of getting your team to DC. *Make notes, plan well, and discuss boldly.*

Your teamwork and planning in these early stages will ensure your campaign engages the most people locally.

# Pick your Campaign



**What do you care about? What should change in your area? What do people need to improve in their lives on a local scale? What's your key issue?**

**What campaigns have there been in the past? - Is your's different / similar?**

**How do you make it local / relevant?**

**TASK 1** - in pairs, discuss and list the problems / issues you see in your area (5 mins)

**TASK 2** - in your teams - write down and discuss the pros and cons of each (20 mins)

**TASK 3** - Feedback to the class your initial choice of issue - provide constructive questions in response - help each other build, rather than tear each other down.

**TASK 4** - You may have a campaign name at this stage, but you might not. Write a few ideas down on paper, and choose the campaign name (important branding) at a latter stage of the process.

# What do you want to achieve?



**You have your campaign issue -**

**What do you want to achieve?**

- \* Be specific - give targeted and detailed goals for your campaign.
- \* Think local - you're not going to solve world peace, but you may make something better for a group within your community.
  - \* Keep it simple.
- \* Show impact - have some concrete outcomes that you can measure.

**TASK 1** - in your teams, create 2 or 3 specific simple goals for your campaign to achieve in the first 3 months of your campaign.

**TASK 2** - write your goals on a poster and keep it above your workspace!

# Campaign message



**The best campaigns have the simplest message.**

**What do you want people to take away?**

**Clarity and simplicity is key.**

**TASK 1** - in your teams, create a slogan / message for your campaign. Brainstorm as many words or phrases as you can. Use a dictionary and a thesaurus.

**TASK 2** - test with the public - write your slogan on a piece of paper, show it to random pupils / teachers in your school, and ask them what they think it means. If they know, it works! If they don't, then back to the brainstorm.



# Who are you aiming for?



**TASK 1** - research this phrase - “Audience segmentation” (5 mins)

**Your campaign may not directly affect everyone in your community. You will have different groups of people responding in different ways to your ideas.**

\* Targeting geographical area - how do you break that down for your community?

**If you break down your audience, you can decide specifically how you can reach different groups. Do all groups respond in the same way?**

**TASK 2** - list your audience(s), why would they engage with your campaign?

# How will you reach them?



**You have the what and the who - now the 'how'!**

**TASK 1** - in your teams, list all the possible ways you can share your campaign message with your audience. (Remember your budget at this stage).

**Social media is not a panacea - not everyone will be reached. Even online, you will need to make specific targeted choices for your audience. Seeing something is not the same as reacting to it. How do you get them to engage?**

**Direct contact - speaking to people face-to-face is your best way to engage a member of the public, and get your message to stick!**

**TASK 2** - create a plan of action - 5 or 6 clear actions that you will complete as a team to get your message / campaign out into your community.

# Money matters



**Every campaign needs money. Where are you getting funding?**

**Self-funding (working as a volunteer) should be followed by other revenue streams, as your campaign gains momentum.**

**Who else cares about your issue? (business, council, community groups, etc)  
Would they be able to fund an element of your campaign?**

**TASK 1** - research and list all the possible stakeholders in your campaign. How could you contact them to persuade them to engage with you?

**TASK 2** - create a budget for your campaign - listing the 'free' resources (volunteers etc) and the resources that might cost. How much funding would you need?

# Evaluation

**Every campaign needs to know whether you have been successful. In politics, it's simple - you win the vote. On your campaign issue, it's a little trickier.**

**From the outset, what are you measuring to define success?**

**Just counting people you meet is no indicator of success or minds being changed!**

**How can you measure views / impact / success?**

**TASK 1** - list the ways you can measure your campaign, both quantitative and qualitative, e.g. statistics, surveys, questionnaires, attendance at functions, money raised

**TASK 2** - look back through every stage of this process, can you measure impact in each aspect of your campaign?