

Sample One-Year Campaign Timeframe

A Toolkit & Guide to Action for Student Activists

Sample One-Year Campaign Timeframe

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September

- Hold a campaign planning/brainstorming meeting with your core group;
- Research to inform campaign strategy;
- Develop 2-page campaign leaflet;

October

- Start petitioning and tabling;
- Launch campaign;
- Organize and plan educational event (i.e. Blue Vinyl video screening.);
- Presentations to other student groups;
- Send letters to school administration and purchasing staff to request meetings;

November

- Meet with school administration and purchasing staff;
- Meet with student and faculty Senate to introduce and pass resolutions;
- Meet with student newspaper editorial board;
- Hold end of semester party/celebration to celebrate achievements to date!

December

- Study for finals!

January

- Hold campaign planning strategy meeting with key allies to assess state of campaign and plan strategy for the spring semester;
- Reach out to groups in the community to build off-campus support;

February

- Organize a big teach-in/panel discussion;
- Regular class-raps/tabling/petitioning;
- Set up follow up meeting with school decision-makers;

March

- Organize and plan a big rally for first week of April;
- Deliver letters/petitions to school decision-makers – alert media;

April

- Hold massive rally with giant inflatable 25-foot inflatable rubber ducky;
- Escalate campaign;
- Win!

May

- Victory party!;
- Plan next steps of implementing the policy for the summer/fall;