

So you're thinking of starting a new campaign? Below, you will find a list of simple steps you need to take to get started. Remember: if you have any questions about the process, feel free to ask the Deputy President (Welfare) for any advice: **dpwelfare@imperial.ac.uk**. Your bid for funding will be considered at the next meeting of the Community and Welfare Board (CWB).

1. Decide on the issue you feel passionate about.
2. Check that this campaign hasn't already been started or planned by contacting the Deputy President (Welfare).
3. Think about the aims and objectives of the campaign. Work out how you might be able to achieve these aims and objectives.
4. Collect a list of five signatures from students who would like to be in the campaign team. UG or PG students are fine, but not staff members.
5. Answer the questions on the form below.
6. Email this completed form to **dpwelfare@imperial.ac.uk** or alternatively drop it into the Union Reception on floor 2M of the Union building.
7. After it has been looked over by the Deputy President (Welfare), you may be invited to the CWB to discuss the funding, or just to have a chat about how the Union can help support your campaign generally.

Proposed Full Name of Campaign

BME Engagement Lunch

Campaign Leader

Surname

Qiu

First Name

Shiqu

College Log in

CID

Mobile Phone

Your CID number can be found on the front of your College swipe card.

Who will be the main target audience of your campaign (all students/a specific group of students)? What are the main aims and objectives of your campaign (raising awareness/generating discussion/bringing about a specific change)?

This campaign will target all students. It is aimed at primarily raising awareness of BME issues and the help available. As the incumbent BME officer, I feel that students are not necessarily aware of the provision of support available to them in regards to BME problems. Indeed, in some regards, remaining BME issues are not necessarily openly discussed or thought about particularly, even though they are most likely still present in the fabric of society.

How do you plan to achieve your campaign's aims? What will be your primary activities and will there be any supplementary ones?

Queen's Towers Rooms is the main cafeteria in a central location on the main campus, South Kensington. It is well attended at lunchtimes and is a hub of activity. I propose a special BME themed lunch day where Union officers and other Imperial BME support services will be in attendance. Food will be provided in exchange for the open and frank discussion of all things BME. All attendees will be encouraged to explore issues and solutions to issues. There can be a vote for the best idea at the end which will be explored by the Union. Volunteers to further the cause can be drafted through sign-up sheets at the event.

Can you identify any existing clubs/societies/projects that have aims and objectives which may align with those of the campaign?

I imagine that there are similar initiatives, but there is no perceivable harm in having such an event and I believe it would be beneficial to see if such an event would help the Union in its role of identifying and tackling BME issues.

How will you measure whether you have met your aims? How will the success/impact of the campaign be measured?

Feedback forms from students and random sampling during the event. A follow up poll can be sent out through the Union newsletter.

How do you plan to recruit students to your campaign? How many volunteers will you need for your campaign to run successfully?

Aggressive advertisement in the Felix, Student Union mailing list and on campus with posters + flyers.


You can bid for up to £400 to run your campaign, please list what resources will be necessary and how much they will cost.

Campaign Expenditure

Item	Use	Cost
Food	Lunch	£ 400
		£
		£
		£
		£
		£
		£
		£
Total		400

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Campaign Team Details

Name	Department	UG/PG Year	CID Number	Signature
			<input type="checkbox"/>	

Signature



Date

17/02/15