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diverse tactics

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for successful campaigning

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Using diverse tactics...

Using a **broad range** of lobbying, actions, publicity and creativity in your campaign creates momentum, appeals to a wider range of people and helps to avoid burnout or frustration that can come from repeating yourself. This guide uses the example of anti-recruitment to illustrate how **your group's campaign may benefit from varying your tactics with each new objective.**

Seeds for Change have an excellent resource which helps you think about ways to strategise a campaign. I'd thoroughly recommend reading it before an action. You can find the PDF here - <http://www.seedsforchange.org.uk/strategy.pdf>

Aim: Stop arms companies recruiting on campus.

Why?: It makes a direct impact on arms company's ability to source employees. We have seen that local actions on campuses, spread over the country have caused companies to abandon their student recruiting tours altogether (for instance in Leeds). Creates a void on campus that, with lobbying, could be filled by a positive alternative, ie Green Energy companies.

There are many ways to achieve this aim. With your group, look at the resources available to you all and any opportunities/target events on the calendar. Break the aim down into different objectives and brainstorm ways to tackle these objectives, building campaign momentum and pressure on your target.

Objective: Get more people involved and aware.

Why?: More bodies means different perspectives and new ideas that you may not have considered. More resources may be at your disposal and a capacity for larger or more impressive actions. Spread responsibility for different actions, avoiding burnout. More pressure on the university if more students and local community members agree.

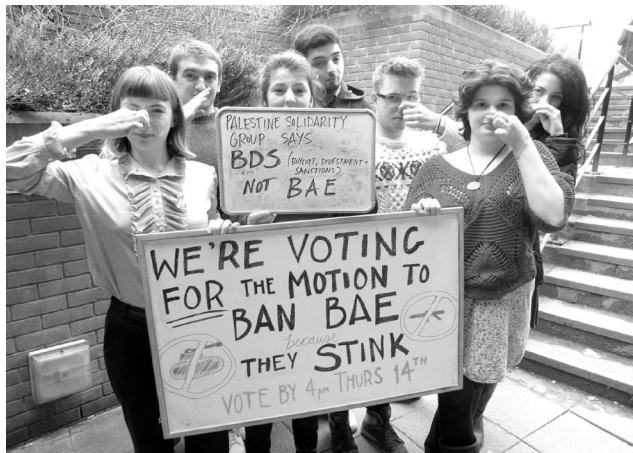
Ideas for recruitment:

- Online campaign (Leeds Ban BAE - see below)
- Debates/Talks/Teach-in/workshops
- Leaflets/posters
- Stalls - We can lend you a stall cloth and give you leaflets and posters
- E-mail sign-up forms/FB group - stay in touch with everyone
- Work with other groups - CND, P&P, Amnesty, drama, art, etc
- Approach student media
- Meetings specifically for ideas

Checklist for actions:

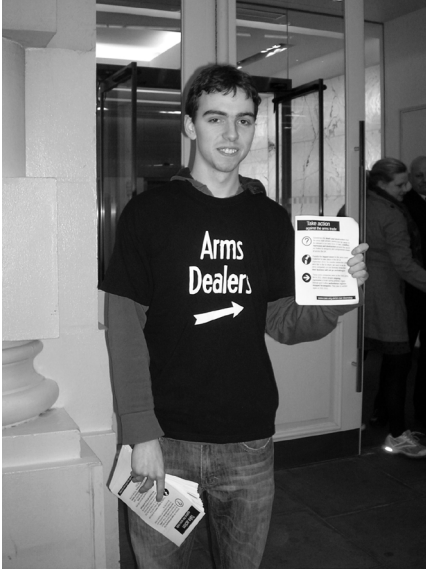
- Is it fun? - involve others
- Is it visual? - grab attention with props or costumes
- Is it inclusive? - can everyone participate?
- Has it been done before?
- Check that you're not using jargon, condescending language or preachy tones.
- If someone disagrees very strongly, just leave them to it. Don't waste time on haters.
- Follow-up meeting to involve new people immediately.

Leeds did an excellent campaign using facebook. They took photos of people listing the reasons why they wanted BAE systems off campus on a whiteboard, uploaded the photo and got people to tag themselves.



Objective: Putting pressure on the university.

A London student leaflets passers by to raise awareness



Why: If universities make a policy against arms companies coming to campus it ensures a longer term change. Lobbying those with the power to stop inviting arms companies could have a huge impact.

Ideas:

- Meetings with the Vice Chancellor or someone from the careers service
- Student/local media - no one likes to look like the bad guy (even arms dealers and the VCs that invite them)
- Petitions - good if you can get local MP or respected/famous alumni to sign, accumulates potential media pressure
- Threatening to interrupt a fundraising or external event (see above. If the administration think that you might disrupt their business ventures then they might stop ignoring you.)
- Letters from students to those with power
- Phone blockade or email storm (everyone you can find calls the VC or the careers service at once. - Like that scene in Harry Potter with his Hogwarts letters but with anti-arms sentiment and less owls)
- Occupation/die in (if you can't persuade them with letters, die in their office. Sometimes even the threat of doing this is enough to get a meeting invite)
- Student council - SU changes might help pressure university and give you some advice

Objective: Local and student media.

Why?: Local and student media can expose your message to more people and excite campaigners. Some people get a little cagey about 'watering down' a message or the fear that the press will manipulate a story but if you're producing your own media it's an invaluable way of getting the message about.

Ideas:

- Take loads of photos, stage photo stunts
- Write a spiffy press release - guide to come
- Interviews - practice with others in your group if you're nervous. Local or student radio can be influential and fun, or film a video yourself and put it on youtube
- Letters to papers - national, local, newsletters.
- Articles in student media
- Zines - homemade publications full of tips, poems, articles, whatever you fancy!
- Social media. Facebook, twitter, even snapchat could be used to your advantage if you think about it carefully enough
- Have a team on standby to capture film and photos and to edit them swiftly if anything happens. It can also be a good idea to nominate a spokesperson who prepares in advance.

Students in Southampton use props to grab media attention.



Objective: Disrupt careers fairs and recruitment events.

Why: Previously, protests have forced arms companies to cancel their recruitment tours. If your previous efforts haven't stopped the dealers from descending, then it's time for direct action. It raises awareness and stops them from doing their job (wasting time and money for the company).

Ideas:

- Die-In (classic)
- Dismantling their stand (one group once reassembled it in a graveyard)
- Occupy the venue
- Subvertise (see if you can sneak any of your leaflets into goodie bags or give them out nearby)
- Fancy Dress, ie Grim Reapers or armed guards at their stall
- Act as a sales person for them, mimic their sales pitch with an alternative message (“You there, you look like an enterprising young student who'd like to kill thousands”)
- Student Inspectors (White 99p store 'contamination' suit, face mask, gloves, clip boards). Arms are a health and safety risk afterall. We can supply you with some hazard tape too!
- Banner Drops
- Banner subvertising (take their posters and banners, make them your own. Or, just take them down and recycle them)
- Project images onto their stalls with a pocket projector
- Play arms dealer bingo in one of their recruitment events (Cough when someone says 'defense', make chicken noises when someone says 'saving lives', etc) - check out our video from the BAE AGM here: <http://www.youtube.com/watch?v=Pu--dc7-HIk>
- Noise disruption (bomb noises or anti-war themed songs work nicely)
- Talking to recruiters constantly, take their time and attention away from other students
- Flashmob to subvert their message
- Art installation (chance to get drama or art groups involved. Set up easels around the stall and paint scenes of destruction or corruption)
- Lock on/block the entrance
- 'Help' arms company representatives by pointing them in the wrong direction when they arrive

There's plenty more to choose from. Look at your resources and throw out ideas (no matter how silly) in order to get some creativity going. Contact us for tips on creative ways to brainstorm or for information about other

You might like to **keep the numbers of people doing direct action rolling** (die really noisily in front of the stall two at a time, so there's constant distraction, or take it in turns to talk to them over a longer period of time) – stops burnout and prolongs the demo.

Also, ensure that you have a media team on board and are **clued up on the legal implications of anything you plan to do**. Read up on your rights and look at this document: <http://www.activist-legalproject.org.uk/Campus%20law%20briefing.pdf>

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Hopefully this has given you some idea of how you could approach different objectives in your campaign to achieve your overall aim. Send us any pictures you take or videos you make and let us know what's going on on your campus.

Best of luck!

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CAAT works to end the international arms trade, which has a devastating impact on human rights and security, and damages economic development. Large scale military procurement and arms exports only reinforce a militaristic approach to solving global problems.



CAAT Universities Network
Unit 4,
5-7 Wells Terrace,
London,
N4 3JU
Tel: 020 7281 0297

