

# Rethinking Economics

How-to Guide:

..Creative campaigning

This guide will show you how to:

- Plan an 'action'.
- Get creative with your campaigning.
- Do the action.

## Introduction

A great way to garner support from economics students is through staging some creative events, demos or actions around your university campus. These could range from a boycott of lectures, to individual lecture walk-out, to making and hanging some banners, to an economics themed flash-mob; whatever suits the tone and style of your group.

This is your chance to get creative, come up with ideas, and have some fun within your campaign.

## Step one: getting people together

Who in your group have a creative flair? Does anyone have an adventurous side? This aspect of campaigning might not be for everyone, and of course this is fine. The first step will be to identify who wants to devise an action of this kind, then you can start planning it.

## Step two: hold a meeting

A good way to get people from within your group keen could be to raise it at one of your committee meetings and then arrange a separate meetup just about planning the action. To do this you just need to:

1. **Arrange a time and place**; maybe in your Students' Union or local pub. People from outside your committee might be interested so you could choose to advertise it widely
2. **Advertise**; a Facebook event for the meet up might be a good way to do this
3. **Hold the meeting**; in this meeting you might want to decide...
  - what the action will be
  - when it will take place
  - what needs to be prepared in advance
  - who will be taking on specific responsibilities

## Step three: media attention

Depending on the stunt, it might be a good idea to get some press coverage of this agreed beforehand. This could be as simple as...

- Contacting a few local papers (less established, free papers and student papers can be easier to get on board if you're finding this difficult; for example in Manchester there is the Manchester Mule or Now Then Magazine and there might be something similar in your city)
- Inviting some journalists to be come along when you do the action
- Writing a bit of copy about the action (the campaign that lies behind it, why economics needs to be diversified, etc.) and sending this as a 'press release' to various papers