

Project Plan
CAMPAIGN PROJECT PLAN

Project Title	Start Date	End Date
<i>Love Societies</i>	ASAP	June 2019

Lead Officer/Rep	Fraser Luther-Yarwood	Officer Support	-
Staff Support	Dan Fow	Exec Support	-

The problem	Evidence	Vision
<p><i>What's the issue? Why are you doing this campaign?</i></p> <p><i>Despite current measures there is not adequate feedback mechanisms</i></p> <p><i>Individuals are recognised for their work through monthly volunteer awards but societies are not</i></p>	<p><i>How do you know it's a problem?</i></p> <p>Big 10 survey</p>	<p><i>What do you want the outcome of this campaign to be?</i></p> <p>A feedback mechanism will be put in place which will more frequent than the current societies forum</p> <p>Societies will have access to additional promotion and a further reward system</p> <p>Smaller societies will receive support to gain improved promotion to assist in their growth</p>

Aim	Objectives
<p><i>What is the purpose and broad activity of the campaign?</i></p> <p>To develop from the work from last years' Love Societies project, develop a feedback mechanisms for</p>	<p><i>What are the specific objectives of this campaign? What will it achieve?</i></p> <p>Societies feel effectively supported by the Students' union</p> <p>Societies will benefit from the promotion support from the Students' Union</p>

<p>societies, offer monthly society of the month awards and help boost smaller societies within the union</p>	<p>Committee members feel that their voice is better represented and listened to</p>
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Key Stakeholders	How to get them on board
<p><i>Who will play a big part in your campaign?</i></p>	<p><i>How are you going to win them over/get them involved?</i></p>
<p>Societies</p>	<p>They will benefit from the extra time and promotions</p>
<p>Activities team</p>	<p>More engagement with societies and better the committee experience</p>

Project Team and responsibilities
<p><i>Who is going to help you and what are their responsibilities?</i></p> <p><i>I will be assisting with society promotions and will attend feedback sessions as well as helping pick society of the month</i></p> <p><i>Comms team will help with the design and set up of the individual pages and promotion of the changes</i></p>

Consultation/Approval	Date	
<p>Campaigns Coordinator</p>		<p>✓</p>
<p>Executive Committee</p>		<p>✓</p>
<p>Students</p>		<p>✓</p>

The activities team will help with the maintenance of the extended feedback mechanism whilst still helping to communicate these changes to the societies

Deliverables	Departments Involved in Delivery	Monitor, Measure and Evaluate (KPIs)
<i>What will the outputs of the project be (an event, a Facebook group)</i>	<i>Are there any specific Students' Union departments/teams that you would like to be involved?</i>	<i>How will you measure the success of the project? How will we know if it has achieved its objectives?</i>
<i>When, How, what's in the middle</i>	Comms	The number of memberships for societies
<i>Anglia Student pages and articles</i>	Activities	The number of applications for society of the month
<i>Every month a society will be given a society of the month award</i>		The number of societies that achieve the minimum requirement of 15 members for grant eligibility
<i>An opportunity for students to write articles regarding societies about their society and being a committee member to promote to other students on why they should join</i>		
<i>The membership count for 'smaller' societies will increase and a majority of societies make the minimum 15 memberships for grant access</i>		

Detailed Timeline & budget

Dates activity	Activity	Action	Who's doing it	Cost
<i>When?</i>	<i>What?</i>	<i>List what needs to happen for your activity to take place</i>	<i>Who is responsible?</i>	<i>How much money will this cost?</i>

9 th July	Meeting with Dan Fow	Plan actions for what the campaign will entail and how we can achieve the goals	FLY	N/A
October 2018	Meet activities team	Decide best course of action to improve and make society forums more frequent	FLY	N/A
November 2018	Society of the month awards start	This month will be the first month to award society of the month	FLY	N/A

TOTAL COST: £N/A