



Step 1: Your Campaign Mission Statement

To run an effective campaign, it's important that you know what you're trying to achieve and why, as well as communicating this quickly and clearly.

A mission statement is a short description that explains your campaign and helps to set out the scope of what you want to achieve. As an example, here's the Union mission statement:

"THE UNIVERSITY OF SURREY STUDENTS' UNION EXISTS TO ENRICH STUDENTS' LIVES. THE COMMUNITY IN WHICH THEY LIVE AND THE UNIVERSITY OF SURREY, BY CREATING THE CHANGES THEY WANT AND TO ENABLE THEM TO ACHIEVE THEIR AMBITIONS"

Before you write your mission statement, try answering these three questions:

What change do you want to make?

Who benefits from this change?

When you're ready, how would you include these things into a short 1-2 sentence passage?