

Gathering Support

Are you starting a campaign but unsure about how to get other people on board? This guide will give you a few ideas about how to make some connections and gather support for your cause.

Why gathering support is important

Mobilising others to get involved or support your campaign is crucial to its success. Here are a few reasons why:

- **People power** – The more groups or individuals that support or participate in your campaign, the more power your movement will have.
- **Increasing pressure** – If lots of people are backing your campaign, this can put pressure on those who have the power to make the change your campaign is aiming for.
- **Shared responsibility** – The more people that participate in your campaign, the easier it'll be to share the workload and delegate tasks. This will reduce the risk of burnout or put less pressure on individuals.
- **Increased visibility** – Gathering support for your campaign will increase the visibility of your cause. The more people know about it, the more likely they are to spread the word whether that's through word of mouth or social media.

Top tips on gathering support

Here are just a few tips for how to gain support for your campaign.

- **Social media** – Having a good social media presence is a great way of gathering support, informing people about your cause and any events or actions you'll be taking. Try connecting with other creators who might be willing to share your work.
- **Soft lobbying** – Identify people within the community who might support your cause. This could be University or college staff, for example. The best way to connect with them could be arranging a meeting to talk about your campaign and discuss how they might be able to support you.
- **Attending events** – Do some research and find out whether there are any events relevant to your cause that you could attend. It could be a good chance to meet and network with people working towards similar goals as you.
- **Stalls** – Having informational stalls in locations that get a lot of footfall could be a good way to increase support. You could create informational leaflets and posters and talk to people that pass by. It could also be a good idea to have an action that people can take in support of your cause e.g. signing a petition.
- **Collaborating with other groups** – Find out whether there are any other campaigning groups, societies or associations working within the same cause. You could share ideas and collaborate with them.
- **Collecting data safely** – When gathering support for your campaign, you will probably be collecting personal information so that you can update

them on your campaign and involve them in activities. It is important that you are doing this in a safe way, have a look at this guidance for more information [GDPR Guidance](#)

Have questions or need further support?

- Contact Sophie, the activism programme coordinator at sophie.l.birch@durham.ac.uk.
- Book a planning session or check-in session here to receive advice and support with your campaign: [Book time with BIRCH, SOPHIE L.D.](#)
- For more information visit [Campaigns @ Durham SU](#)