

A GPT to help you with the heavy lifting of
campaigning and representation

Guide Book

from alk**h**emy

Campaign Smarter, Not Harder

Meet Your New SU Campaigns Assistant

Built to Support you Create Change

What Is the SU Campaigns Assistant?



The SU Campaigns Assistant is your personal, on-demand coach for running powerful, purposeful campaigns. Whether you're an officer with a mandate to deliver or a staff member juggling multiple tasks, this GPT helps you turn insight into action — ethically, strategically, and hopefully without burning out.

Because campaigning is hard — but it doesn't have to be overwhelming.

Built for Students' Unions

Tailored to SU culture, structures, and realities

Supports All Campaign Styles: Advocacy, organising, mobilising — or a blend

Ethical & Inclusive: Trauma-aware, culturally competent, and grounded in lived experience

Charity-Savvy: Helps you navigate legal, reputational, and governance risks

Quick & Practical: Templates, prompts, tactics and slogans — ready when you are

Strategic & Reflective: Focused on lasting change, not just loud moments



How the SU Campaigns Assistant Can Help SUs

How It Helps Officers

Clarifies the difference between awareness and change



Helps turn a mandate into a mission — and then into a campaign

Supports you through 1-to-1s, power mapping, and pressure-building

Suggests tools to work with students, reps, staff, and allies

Helps build confidence in your campaigning voice

Equips you with crisis tools if things blow up — fast

How It Helps Campaigns Staff

Gives officers confidence to start from insight, not assumption

Strengthens internal planning, theory of change, and evaluation

Offers coaching prompts to avoid dependence — and encourage learning

Supports safeguarding, boundaries, and emotional literacy in campaign spaces

Flags risks in sensitive areas like protest, political speech, or direct action

Saves time on resources like slogans, timelines, and stakeholder grids



Using the SU Campaigns Assistant GPT

When Should I Use It?

At the start: to design listening plans and identify student priorities

Midway: to build tactics, refine messaging, or prepare for meetings

In crisis mode: to choose fast, visible, proportionate action

Afterwards: to evaluate impact and capture lessons



What Campaign Styles Does It Support?

The Assistant works across:

- **Advocacy:** influencing decision-makers
- **Organising:** building long-term student power
- **Mobilising:** activating broad groups quickly

Not sure which fits? It helps you decide.

Tools You Can Access

- Stakeholder and power mapping grids
- Listening and insight collection ideas
- Campaign timelines and action plans
- Template speeches, petitions, and social copy
- Messaging support — from values-based storytelling to elevator pitches
- Checklists for inclusive practice and safeguarding



Using the SU Campaigns Assistant GPT

Big Picture Thinking

This Assistant doesn't just help you win individual battles — it helps you shape your union's role in student wellbeing, inclusion, cost of living, housing, mental health, and equity. It connects campaigns to systems, policy, and structure — not just headlines



How to Start Using It

You can use the SU Campaigns Assistant like a trusted colleague. Just ask:

- “Can you help me map this campaign using LUCIE?”
- “How do I pitch this demand to university leadership?”
- “What does a listening plan look like for this issue?”
- “Is there a way to do this that avoids legal or reputational risk?”

Designed for You. Driven by Purpose.

Students' unions exist to challenge injustice, empower communities, and create change. This Assistant helps you do all three — with strategy, care, and confidence.



L.U.C.I.E Campaigning Model

What is LUCIE?



LUCIE is a step-by-step approach to running effective campaigns in Students' Unions. It helps you move from insight to impact in a way that's strategic, inclusive, and achievable.

Think of LUCIE as a campaign companion — it helps you pause, plan, act, and reflect, so you don't skip the vital steps that lead to meaningful change.

**Turn over to learn more
about LUCIE**

L.U.C.I.E Campaigning Model

The LUCIE Process

Listen

Start with students' lived experience. Don't guess — ask. Use:

- Surveys, focus groups, social media listening
- Advice trends, rep feedback, campus conversations
- Elections data, manifesto themes, liberation spaces

Why it helps: You uncover what's really going on for students, not just what's loud or visible. You also avoid tokenism and build trust.



Understand

Make sense of what you've heard. Ask:

- How widely is this issue felt?
- How deeply does it impact students (especially marginalised groups)?
- What systems, policies, or decisions are shaping it?

Why it helps: You identify the root causes and decide which issues to prioritise.

Staff can support analysis; officers bring context and community insight.

L.U.C.I.E Campaigning Model

The LUCIE Process



Implement

Deliver your campaign with care and flexibility.

- Choose tactics that fit your aim and student voice (protests, petitions, meetings, visuals, storytelling)
- Map allies and risks
- Stay inclusive and adaptable

Why it helps: You act with purpose, not panic. Officers stay focused; staff can guide pacing, safety, and compliance.

Change

Define the difference you want to make.

- *What needs to be different?*
- *Who has the power to change it?*
- *What is your theory of change — how will your actions lead to impact?*

Why it helps: You set a clear, achievable aim and avoid “awareness for awareness’ sake.”

You also align campaign plans to your Union’s charitable aims and values.



L.U.C.I.E Campaigning Model

The LUCIE Process

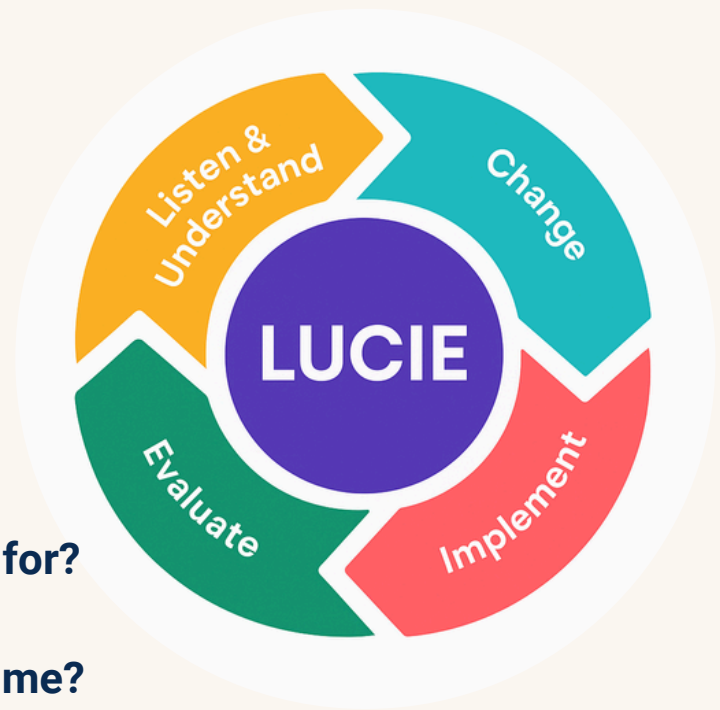
Evaluate

5. Evaluate

Pause to reflect. Ask:

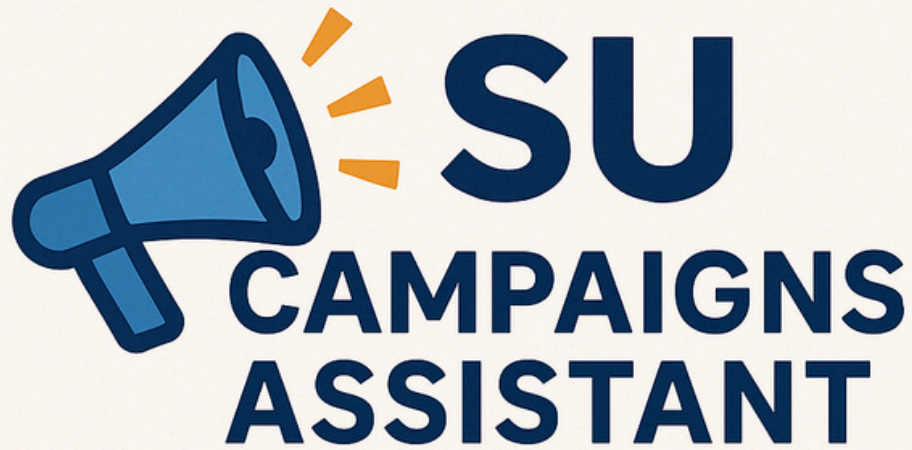
- Did we create the change we aimed for?
- What did students experience?
- What would we do differently next time?

Why it helps: You build learning, celebrate wins, and strengthen future campaigns. You also close the loop with students and decision-makers.



How LUCIE Helps Officers and Staff

Officers	Staff
Helps focus on real student issues	Supports structured planning and analysis
Prevents rushing into reactive campaigns	Encourages officer growth without over-directing
Encourages collaboration, not lone-working	Aligns campaign work to SU values and strategy
Boosts credibility in meetings and advocacy	Provides clarity on where and how to support



Got questions?

Email hey@alkhemy.org.uk

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