

# Rent with Rights: Campaign Plan 2017

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# Overview of Presentation

- Brief rundown of Rent with Rights
- Campaign Plan
  - Re-brand
  - Partner Schools
  - Campaign Goals
  - Engagement Strategies
- Questions?

# Background

- RWR was launched in fall 2016
- In 2016, 9 asks were prepared by AMS, SFSS and UVSS
  - Please consult “Housing Long Form” PDF if interested to read more
- Last year’s strategies:
  - Stickers for residents, Speaker’s Series, petition
- This year’s strategies:
  - Student Engagement and government component

Out with the old....



In with the new!



# Partner Schools

- We will be partnering with:
  - University of Victoria Students' Society (UVSS)
  - Simon Fraser Student Society (SFSS)
  - Alliance of BC Students (ABCS)



# Campaign Goals

## 1. LEGISLATION

### SUB-GOALS

1. Have a MLA present Rent With Rights
2. Get 1000 petition signatures
3. Develop an implementation solution for government
4. Create media strategy that involves other housing advocates
5. Create widespread social media campaign to demonstrate variety of students needs



# Engagement Strategies

Revamping HOW and WHY we do engagement!

- MLA Engagement
- Contact other student groups
- Giveaways/contests
- Boothing
- Canvassing
- 'Coffee for Commuters'
- Media strategy
  - Housing advocates, coordination, social media





# Engagement Materials

- Brand new website
- Videos
- House shaped piece of paper to sign in support
- Online graphics for people to engage with
- Goodie bags for giveaway

# What we need from YOU

- PETITION SIGNATURES

- How?

- Bring petition sheets to your constituency council meetings

- Want a gold star?

- Encourage groups on campus you are a part of or have connections with to sign the petition as well

- Want another gold star?

- Encourage people to visit our booth in the NEST every Wednesday 12-2 pm (or booth with us)
- OR you can also help us when we canvas



QUESTIONS?

Thank-you!