

# INVEST FOR CHANGE



## Formulating a campaign aim and asks

The aim of this exercise is to help you formulate clear campaign asks. A campaign with a big picture aim, alongside a range of specific asks will be focused and invite productive engagement with the university.

### Mapping exercise

Answer these questions to help you formulate your aim and asks.

What is the change you want to see in the world?

*For example: a reformed financial system which no longer relies on the practices that drive climate change.*



What is the change you'd like to see in the university?

*For example: a net-zero investment portfolio.*



What actions would create this change?

*For example: a change in investment policy.*



What does this practically look like?

*For example: divestment from fossil fuels, positively invest in environmental and social justice solutions, the university, or its investment managers, engage with all investments to ensure net zero targets are in place.*




Using these answers try to formulate an aim with specific asks in a format similar to that below. The aim is more useful for focusing your campaign internally, while the asks will help you communicate your campaign to supporters and targets.

### Example aim and asks

#### Overall aim

The university adopts a responsible investment policy which centres environmental and social justice solutions.

## Specific asks

-  A commitment to allocate 10% of the institution's investment portfolio to dedicate to impact investment;
-  Student and staff representation on the Investment Committee;
-  Annual disclosure of investment holdings, voting and engagement, published on the university webpages.