

## A STUDENT CAMPAIGN (AC3.1 and 3.2)

### (a) AIMS AND OBJECTIVES

The goal of this campaign is to raise awareness about homophobic hate crimes and their impact. It aims to:

- Educate victims about available resources and offer them support.
- Make offenders aware that their actions cause harm and are considered crimes.
- Achieve 10,000 likes on social media platforms to spread the message widely.
- Create branded merchandise (e.g., t-shirts, hoodies, beanies, and wristbands) that promotes awareness among young people.
- Organize events, such as a cake sale and a drag fashion show, culminating in a rally at Luton Town Hall.

### (b) TARGET AUDIENCE

The campaign is aimed at young people aged 16–25 in schools, colleges, and universities. This group is most likely to engage with the campaign and benefit from its focus. The target includes both victims, who need support and advice, and offenders, who need to understand the consequences of their actions.

### (c) METHODS AND MATERIALS USED

The campaign will use **three** main methods to reach its goals:

#### Social Media:

- Social platforms like Twitter will be used because they are widely popular among young people and cost-effective.
- A hashtag will be created to encourage people to share their stories and experiences.
- Campaign-related pages will raise awareness and engage followers.

#### Merchandise:

- Items like **t-shirts, hoodies, beanies, and wristbands** with the slogan '**Halt the Hate, Heal with Pride**' and a support contact number will be designed.
- Merchandise will be sold at schools, colleges, universities, and events.

#### Posters:

- Posters will have bold, attention-grabbing designs using colours associated with LGBTQ+ pride.
- These will be displayed in educational institutions, LGBTQ+ venues, and other high-traffic areas.

### (d) FINANCE/BUDGET

The campaign has been carefully budgeted:

- 500 posters: £94
- 100 t-shirts: £179
- 600 wristbands: £319
- Total production cost: £1,515

Sales of merchandise will generate an estimated £2,605, leaving a profit of £1,615 to fund additional efforts. The largest expense, a billboard near the A500 slip road, will be donated by the Luton Council Against Hate, saving costs.

## (e) TIMELINE OF ACTIVITIES

### RESEARCH (3 WEEKS):

- Investigate statistics on hate crimes, the age and demographics of victims, and available support resources.
- Explore real-life cases to understand the issue better.

### DESIGN (1 MONTH)

- Create logos and mock-ups for merchandise and posters.
- Collaborate with printing companies and finalize social media layouts.

### PRODUCTION (2.5 MONTHS):

- Order and produce merchandise and posters.
- Host events like a cake sale or sports event to raise additional funds.

### IMPLEMENTATION (2 MONTHS):

- Launch the campaign on Valentine's Day with events in Luton celebrating love and acceptance.
- Begin selling merchandise, putting up posters, and engaging with young people through talks in schools and colleges.
- Promote through social media and live events to ensure maximum reach.

## MATERIALS FOR MY CAMPAIGN

# Print Media -

**LOGO**



**POSTER**



**LUTON HATES THE HATE**

**Luton, Hates the Hate**  
Let's build a community where everyone is respected, valued, and embraced, no matter their sexual orientation or identity.

**Our Mission**  
We stand united against homophobia and discrimination, fostering a culture of love, acceptance, and inclusivity.

**Our Vision**  
Together, we can create a safer, more compassionate Luton—where diversity is celebrated and hate has no home.

Let's hate the hate! ❤️  
#HateTheHate #LutonPride #Inclusion #LoveWins #CommunityUnity

JOIN US FOR AN AMAZING FUN PACKED EVENT

**The Castle Pub (Castle Street, Luton)**  
**20th December - 8 to till the wee hours**  
**Free Admission Before 9:00 PM**

**Dancing (with MISSING THE FERRY and special guests HESSION)**  
**Delicious Food**  
**Dress Code: Fabulous**  
**Celebrate diversity, make new friends, and enjoy a night of fun and unity.**  
Let's hate the hate! ❤️  
**#LutonPride #Inclusion #LoveWins #CommunityUnity**

   LUTOIN HATE THE HATE

# Other Print Media

FLYER



BILLBOARD



# MERCHANDISE - x3

TOTE BAG



T SHIRT

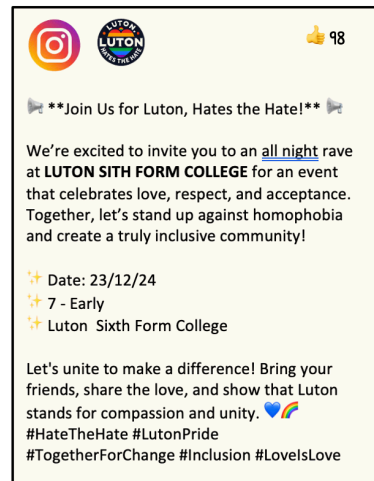


MUG



# SOCIAL MEDIA-X3

## INSTAGRAM POST



**LUTON SITH FORM COLLEGE** 98

**\*\*Join Us for Luton, Hates the Hate!\*\***

We're excited to invite you to an [all night](#) rave at **LUTON SITH FORM COLLEGE** for an event that celebrates love, respect, and acceptance. Together, let's stand up against homophobia and create a truly inclusive community!

📅 Date: 23/12/24  
🕒 7 - Early  
📍 Luton Sixth Form College

Let's unite to make a difference! Bring your friends, share the love, and show that Luton stands for compassion and unity. 🌈💙  
#HateTheHate #LutonPride  
#TogetherForChange #Inclusion #LovesLove

## TWITTER POST

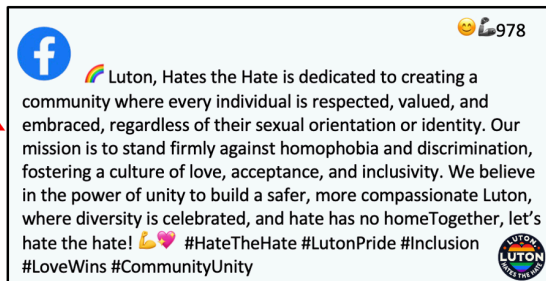


**LUTON SITH FORM COLLEGE** 1024

We're gathering at the Assembly Rooms, Luton, to stand against homophobia and discrimination! Join **\*\*Luton, Hates the Hate\*\*** as we celebrate love, respect, and unity in our community. Together, let's make Luton a place of acceptance for all! 🌈

📅 [24/11/20]  
📍 Assembly Rooms, Luton  
#HateTheHate #LutonPride #LoveWins #Inclusion #LGBTQ

## FACEBOOK POST



**LUTON SITH FORM COLLEGE** 978

Luton, Hates the Hate is dedicated to creating a community where every individual is respected, valued, and embraced, regardless of their sexual orientation or identity. Our mission is to stand firmly against homophobia and discrimination, fostering a culture of love, acceptance, and inclusivity. We believe in the power of unity to build a safer, more compassionate Luton, where diversity is celebrated, and hate has no home. Together, let's hate the hate! 🌈💙 #HateTheHate #LutonPride #Inclusion #LoveWins #CommunityUnity