



**Salford CVS**  
making a difference in Salford

**Let's Make Campaigning  
Great Again**



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# **Rob Cookson**

## **LGBT Foundation**

# LGBT Foundation

We believe in a fair and equal society where  
all LGBT people can achieve their full  
potential

- Track record of work since 1975
- Our Community Resource Centre is accessed over 20,000 times per year
- Range of policy work and services, including mental health and wellbeing, sexual health, community safety, substance use, domestic abuse, and hate crime

# Enough is Enough!



# #EqualityWins





# Trans Day of Visibility



# ENOUGH Campaign



In the midst of negative rhetoric towards trans and non-binary communities, LGBT Foundation's ENOUGH campaign is sending a powerful message of hope, support, and solidarity.

The ENOUGH campaign is an opportunity for LGBT communities and our allies to come together and demand an inclusive and equal society that celebrates all LGBT identities. We believe that all LGBT people should be free to express their gender identity and sexuality however they choose, without fear of discrimination or hate.

# Ways to get Involved

Online Pledge – [iamenough.lgbt.foundation](https://iamenough.lgbt.foundation)

1. Take a  
solidarity selfie!

2. Buy and wear  
our brand new  
T-shirts

3. Volunteer with  
LGBT Foundation

4. Make a  
donation!



# Top 5 Tips

1. Have a simple message/focus
2. Make it easy to get involved
3. Offer different options to get involved
4. Use social media to spread your message
5. Make sure people can take part wherever they are

Rob Cookson  
Deputy Chief Executive  
[Rob.cookson@lgbt.foundation](mailto:Rob.cookson@lgbt.foundation)  
Twitter: @LGBTFdn\_Rob  
[www,lgbt.foundation/enough](http://www.lgbt.foundation/enough)



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# **Amina Lone**

## **Cancer Champions**



Whose campaign is it anyway?



Photo

If England get beaten, so will

Domestic violence increases  
when England play. 38% if they

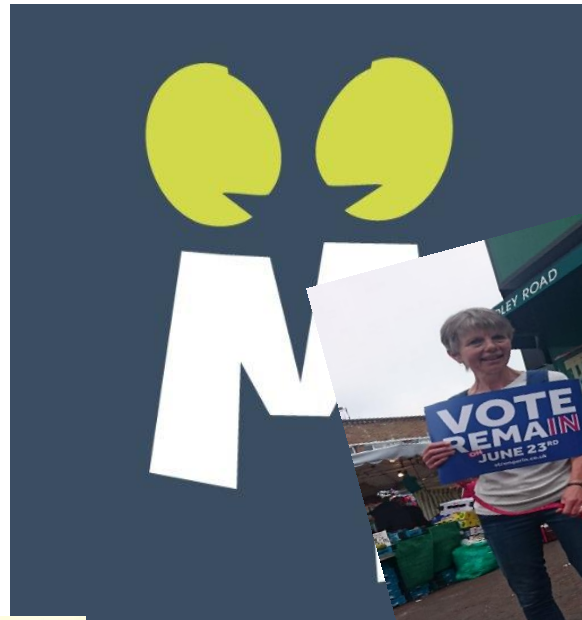
For help with a protective injunction  
'NCDV' to 607777 or call us on 0800 99





# Campaigning Skeleton

- Who
- Why
- What
- How







**We Can  
Do This**



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# **Leo Capella**

## **Disability Rights UK**



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# How to Make Campaigning Great Again?

Leo Capella - 5<sup>th</sup> July 2018

# The challenges around campaigning...

**There is low trust in charities: “Stick to [your] knitting!”**

- Yet scary things are going on inside and outside Salford that don't help disabled people or any one else.
- Disabled People are being held back by attitudes and behaviours
- Campaigners aren't always the friendliest of faces to turn to... そして時にはあなたと同じ言語を話すことさえできません



# But what is campaigning?! And who are campaigners?



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# A bit about the campaign I work on for Disability Rights UK...Get Yourself Active.





At its best campaigning can feel like either one of these two things...  
or both!



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# And at its worst it can feel like...



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# So on to the activity!

## Two groups using flip chart paper:

- What do we want to see in the campaigns that we'd like to do and how are going to achieve this in Salford?
- What don't we want to see in the campaigns that we'd like to do and how do we avoid these problems?
- One perfectly suspecting victim feeds back!

# Feedback time!

“ ”

# Any Questions or Comments?

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“”

**Do stay in touch with Get Yourself Active...**

**Don't forget to sign up to our newsletter! And we're also on:**

- **Facebook: @GetYrselfActive**
- **Twitter: @GetYrselfActive**

