

Lets Make Campaigning Great Again !!

Facilitator: Anne Marie Marshall Salford CVS

Speakers: Rob Cookson The LGBT Foundation
Amina Lone Cancer Champions
Leo Capella Disability Rights UK

Rob Cookson

Provided a background to LGBT Foundation , and a “Flavour” of campaigns to highlight the various ways organisations can approach campaigning .

- **Enough is Enough campaign** challenging hate in terms of homophobia / transphobia making use of banners at various event with the support of 200 volunteers to ensure maximum visibility . Using messages such as I AM ENOUGH , YOUR ARE ENOUGH WE ARE ENOUGH on tee shirts to target allies outside of the LGBTcommunity .
- **#Equalitywins**, maximised social media to gain a bigger audience and again had a much wider reach in the call to action for everyone to be involved by Retweeting , sharing the message.
- **Trans Day of Visibility** - “ I support Trans day of visibility because “

Key messages:

1. Campaigning doesn't need to cost money
2. Use photo frames for selfies – great for festivals and re-tweeting
3. Tag on to other campaigns either national or relating to your campaign in some way
4. Have a simple message
5. Make it easy to get involved – offer different options to get involved
6. Use social media to spread your message
7. Make sure people can get involved wherever they are.

Questions How do you decide what campaign to run ?

Ans – link to your business plan, your strategic drive, “go back to your data”

Question How do you run a campaign to influence agenda at a high level?

Ans 2 strands to campaign, involving people and political influencers. Provide template letter for people to send to MPs Make it easy for everyone to be active

Amina Lone

Name a campaign that stood out for you

#IWill / Miners Strike / Bedroom Tax / Make Poverty history

Domestic Violence Campaign (image of woman with blood on her face depicting England Flag) to raise issue of increased incidence of Domestic Violence during big football campaigns.

Campaign Skeleton

Who are your target audience , the influencers,
Why are you campaigning

Where will the campaign be run ?

What do you want to achieve ?

How will the campaign be run

Key Messages

- Simplicity is key when planning your campaign
- Lobbying or campaigning – the same thing though lobbying refers to the campaigning we do to target people in power . DO BOTH
- Emotion matters, - some people will like gory images some wont
- Messages need to be Consistent and Clear
- Know what you are willing to compromise on
- Simple messages need to be consistent and clear

Leo Capella How to make campaigns great again

What are the challenges ?

Sometimes we just don't speak the same language, consider this well if you want your audience to hear and understand your messages

What is campaigning , who are the campaigners?

Fighting ignorance

Studying your issue

Navigating towards increased understanding

Key Messages

- Language is key
- Get yourself active
- Encourage others to be active
- Encourage disabled people to become active in your campaigns
- Campaigns can be 1 of 2 things
 1. People coming together acting as one force
 2. Exploration of New Territory – going into deep depths
- Can be tiring, thankless and make you worn out When it gets tough – and it will ,remember Why you started this – **people working together to change something**

Anne Marie – What are the key campaigns you would like to campaign on : _____

Group 1 :

1. Using National Carers Rights Campaign “What are employers in Salford doing to meet your legal obligation
2. Armed Forces Day - maybe focus on alternative – International Day of Peace
3. Earn a living through Incredible Edibles – growing and healthy eating

Group 2:

.....

Take Aways for the Day :

Structure the programme
as a campaign →
clear options for
ways to engage!

Keep the
message
simple

The passion of wanting to make
change.
Different ways to ~~the~~ campaign

It is so necessary

Power of people
working together

The 'what'; make sure
you're clear on what
you want and what
you're asking for.

You can
do it.

Don't
lose the
human touch
of my campaign

The difference between
campaigning and
lobbying