



# YOUR **COMPLETE** **GUIDE** TO **CAMPAIGNING**

CHANGE THE WORLD FOR CHILDREN



**LITTLE**  
**CAMPAIGNING**  
**EXTRAS**



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# WHAT IS CAMPAIGNING?

At Save the Children, we know what it takes to save children's lives and fight for their rights. We know how to influence decision-makers to transform the world for children. But we need your help to make change happen.

Photo: Christopher Capozziello/Save the Children



“

Too often children are voiceless. They don't have a vote but we do. So we must use our influence, locally and globally. ”

Peter Chege, Save the Children campaigner, West Bromwich.



YOUR VOICE



INFLUENCES  
WORLD LEADERS



TO DO THE  
RIGHT THING

## OUR TASK IS TO CONVINC DECISION-MAKERS TO TAKE THE RIGHT STEPS TO BRING ABOUT CHANGE.

To do that, the UK public must demand action. We need to speak out to challenge the status quo and hold decision-makers to account.

**THAT'S WHERE YOU COME IN.** Campaigning can seem daunting but it's actually very simple. It's about us using our voices to speak up for what we think is right. When you take any action, no matter how small it may seem to you, you are part of a movement for change. Whenever you sign a petition, share a video or write to your MP, you take us one step closer to a world where every child has the chance to thrive.

**WE KNOW THAT CAMPAIGNING WORKS.** Already people like you have inspired life-saving decisions, influencing world leaders to: help more than 1 million of the world's poorest children go to school; fund the training of more crucial healthworkers and midwives; and ensure millions of children get the life-saving vaccines they need.

**BUT WE NEED YOUR HELP** to accelerate this progress. We can't afford to lose momentum now, not when nearly 7 million children still die needlessly every year.

**We have designed this pack to give you all the information you need to campaign with us. Whether you can spare just five minutes or five hours, your support will help make change happen.**



# SMALL ACTION, BIG DIFFERENCE

It can be easy to feel that a small action, such as signing a petition, won't make a difference. But if we all make a stand for what we believe in, we can make change happen. One simple action, taken by many, can start a chain reaction and there are lots of different ways you can add your voice to the movement.

## ONLINE

You can find all our latest petitions online at [savethechildren.org.uk/campaigns](http://savethechildren.org.uk/campaigns)



## ACTION CARDS

Action cards contain information about a campaign, as well as a petition form to fill in, tear off and send back to us. You can share these with friends and your local community or hand them out at events to raise our campaigns and others to action too.

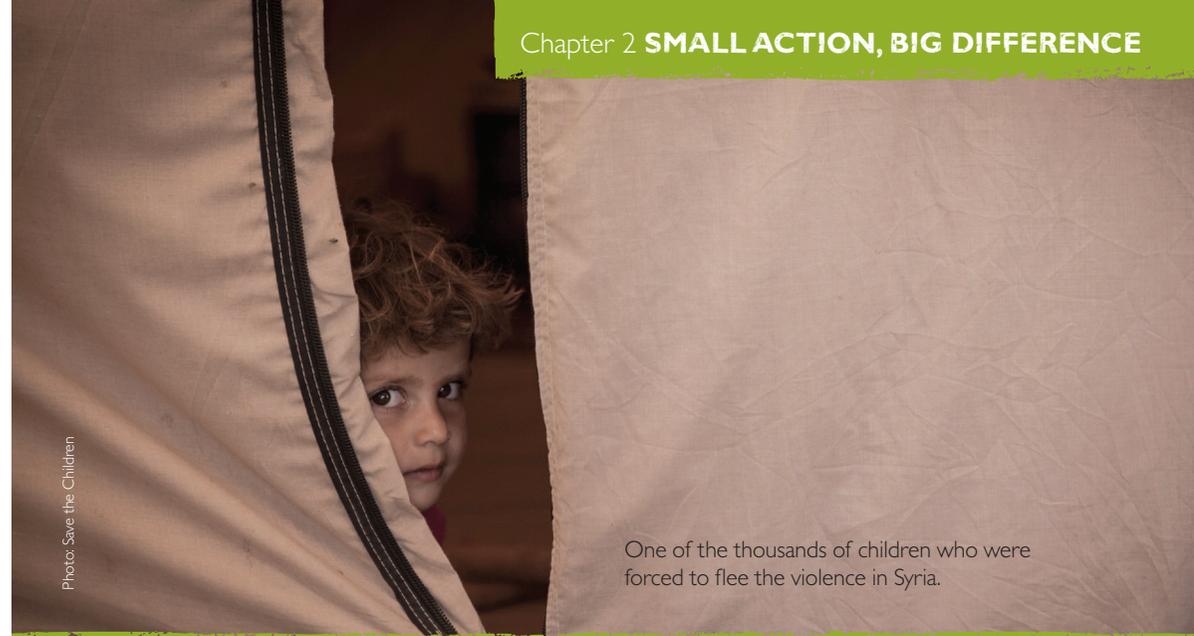
Just get in touch by phone or email and we can send you our latest action cards to sign and share.



## DOWNLOAD YOUR OWN

You can find templates for each of our petitions at [savethechildren.org.uk/ourcampaigners](http://savethechildren.org.uk/ourcampaigners). Print these off and encourage others to sign up and show their support.

Photo: Save the Children



One of the thousands of children who were forced to flee the violence in Syria.

## TAKING ACTION FOR SYRIA

In response to the escalating violence in Syria and reports of horrific crimes being committed against children, we launched a campaign calling on the UN and its member states to make sure every crime against children is recorded.

Our supporters responded in unprecedented numbers: worldwide, more than 60,000 people signed our petition, from the UK to the US and from Germany to South Korea.

This collective action helped convince the UN to increase human rights monitoring and persuade the UK government to provide aid to help 250,000 Syrian refugee children.

Speaking at the 2012 UN General Assembly, UK Prime Minister David Cameron announced:

**“I wholeheartedly support this campaign by Save the Children and the vital work [it is] doing in refugee camps in the region to create a stable environment for Syrian children and provide them with psychological support.”**

Save the Children's campaign helped secure vital funds for Syrian refugee children and ensured the international community set up better ways to protect children caught up in a brutal and prolonged conflict.



# LET'S GET DIGITAL

Today, social media gives us the ability to spread campaign messages even further. When you share something on social media, you could potentially reach thousands of people at the click of a button.

Here are just some of the ways that you can use the power of social media for good.

## GET SHARING

Share our online petitions with your friends and encourage them to sign too. You can get sharing on Facebook, Twitter or simply by sending an email. Making it personal works best – say why the campaign is important to you. Think about who might be interested in our work or how you could inspire others to take action.

## FILMS

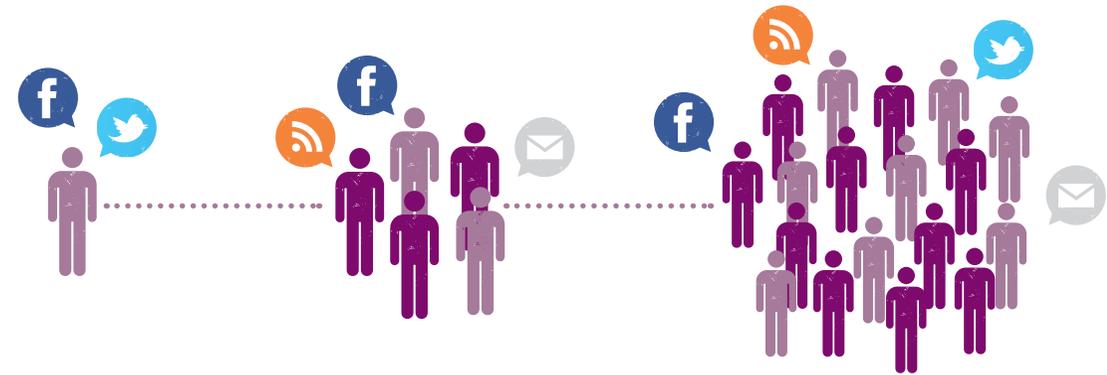
Films are a great way to get your head around complex issues in a short space of time. By sharing films you can get a message across in a simple way and inspire others to get involved too.

You can find all our latest films at [savethechildren.org.uk/campaigns](http://savethechildren.org.uk/campaigns)

## PLAY AND SHARE GAMES

Games are another way to get to grips with the issues at the heart of our campaigns – and they're fun too! For example, as part of our family planning campaign, we launched a game showing what it would be like if you weren't able to make your own decisions in life. The game let users step into the shoes of a young woman who lives in a place where she doesn't have the power to make the choices that most of us take for granted.

We want to make education and action on our issues enjoyable and interactive – and you'll see more games like this in the future. If you enjoy one of our games and find it thought-provoking, share it with others and inspire more people to take action.



## KEEP UP-TO-DATE

For the latest news and campaigns, find us on Facebook at [facebook.com/savethechildrenuk](https://www.facebook.com/savethechildrenuk) and follow us on Twitter [@savechildrenuk](https://twitter.com/savechildrenuk).

## FACEBOOK TIPS

- 'Like' or share any stories you see on our Facebook page that you feel really passionate about so more people can see them.
- We love hearing from you – leave a question on our Facebook page or comment on any of our posts.

## TWITTER TIPS

- Retweet to get the message out there.
- @reply us if you want to talk to us.
- Put @savechildrenuk in your tweet if you want to point something out to us.
- Join in the wider conversations on Twitter by using the appropriate hashtag. For example, if you're talking about vaccines, put #vaccines in your tweet. You never know, you could get it trending!

## DON'T STOP THERE...



Why not get creative with your campaigning and use **Instagram** or **Pinterest** to raise awareness? Let us know what you get up to and share any inventive ideas you have.



Photo: James Oatway/Paros for Save the Children



Mummy bloggers visit a rural community in Mozambique to raise awareness of our campaign.

## WRITE A BLOG



We also hold blogging conferences, which are a brilliant opportunity to pick up new skills and network with other bloggers.

Are you a budding writer, keen blogger or talented film-maker? Well, now you can use your super-skills to change the world! Why not write a blog or use a vlog (a YouTube 'diary' blog) to tell the world about an issue that you care about. And don't be afraid to be creative: feel free to approach campaigns in your own way – run a competition with your followers, star in a guest blog or work together with other bloggers.



Photo: Caroline Turner/Save the Children

## MUMMY BLOGGERS INSPIRE ACTION

Mums made the headlines in 2011 when they documented their trip with Save the Children. They followed a vaccine from cold storage in the UK to a rural community in Mozambique. Along the way, their blogs and tweets reached an audience of millions and encouraged others to join the Vaccines for All campaign. Because they inspired so many people across the UK to stand up and take action, leaders had to listen.

At a vaccines summit in June 2011, world leaders exceeded all expectations and committed \$4.3 billion to fund vaccines. This was a huge achievement and one that will save an estimated 4 million lives.



Photo: James Oatway/Paros for Save the Children

# LOBBYING: MAKE THE GOVERNMENT WORK FOR YOU

To ensure children's rights are at the top of any political agenda, we need to influence decision-makers. By contacting your MP you can take issues such as global poverty or UK deprivation straight to the government. Their decisions in the long-term can help save thousands of children's lives around the world.

## WRITE A LETTER TO YOUR MP



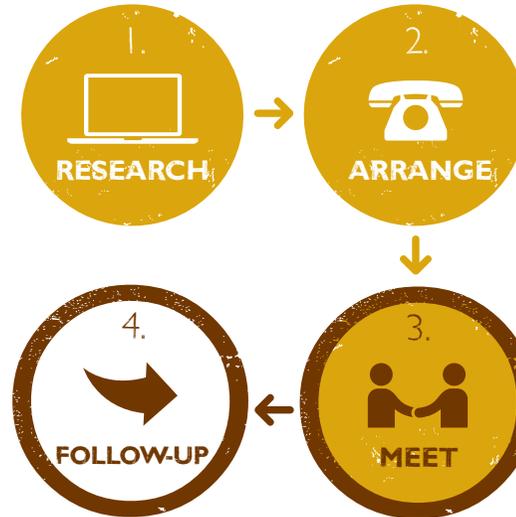
Letters are the perfect way to get your MP's attention. You can outline the issue, clearly explain your views and either suggest the steps you think they should take or request a meeting to discuss everything face-to-face. MPs get a lot of mail so be patient about your reply. If you want an urgent response, it's worth chasing up their office and speaking to their researcher or assistant.

Take a look at our example of a letter to an MP enclosed at the front of this guide and contact the Campaigns team if you want any further advice (see back cover).

## TWEET YOUR MP



Many MPs are now on Twitter and are able to tweet from the House of Commons Chamber. Tweeting your MP is another great way to take your message straight to decision-makers.



## CASE STUDY

In January 2012, we hosted a Twitter takeover to urge the UK to sign the Charter to End Extreme Hunger. As well as writing to their MPs urging them to ask a question about the charter during Prime Minister's Questions, campaigners also took over #PMQ on Twitter. And it worked! Responding to a question posed by Mark Lazarowicz MP during PMQs, David Cameron promised to look into the lessons learnt from the east Africa crisis. This would not have happened without members of Mark Lazarowicz's constituency showing their MP that they cared about this issue and asking him to act on their behalf.

## STEP-BY-STEP GUIDE

Here's some advice from expert campaigners on how to have a successful meeting with your MP:

### RESEARCH YOUR MP

The website **theyworkforyou.com** will provide background information about your MP, including their interests. Most MPs have their own website too. Get together all your information so that you can calmly and confidently lobby your MP. Make sure you're clear on what you're asking them to do. We can provide you with a bespoke briefing on the issue you want to talk to them about.

### ARRANGE YOUR MEETING

This is very easy. Call your MP's office and arrange to go to their next surgery in your area. You can find their contact details on **theyworkforyou.com** or their own website.

### MEET YOUR MP

The idea of talking to your MP can feel quite daunting. But remember it's your MP's job to listen to your views. If they don't know what issues you are passionate about, then they can't champion this topic on your behalf in Parliament. Keep reading for some top tips.



- ✓ **BE FRIENDLY AND POLITE**, but be clear what you are asking them to do.
- ✓ **KEEP TO TIME.** It's worth confirming at the start how much time you have available. MPs are always short on time and they will appreciate a meeting that is to the point yet beneficial. Make sure you've got your most important questions prepped first in case your MP runs out of time and has to leave the meeting early.
- ✓ **IF YOU'VE GOT A PETITION**, take it along to show the strength of public feeling around your call.
- ✓ **IF YOU'RE ASKED A DIFFICULT QUESTION**, don't worry. Offer to come back to them once you've had chance to go and find out the answer. We can also prepare you by writing a bespoke brief that will cover key statistics and possible questions. Just contact the Campaigns team for more info (see back cover).
- ✓ **TAKE NOTES** so you can follow up on important points.
- ✓ **GET A COMMITMENT FROM THEM** if you can and ask them to keep you updated with any progress related to your asks – that way they will know you expect to see some action!
- ✓ **START OR END** (depending on the atmosphere) with an informal question. MPs are asked political questions all the time; so if you ask them something about their hobbies it may even relax them – and you!
- ✓ **MAKE SURE YOU FOLLOW UP** with your MP. After your meeting, write to them to say thank you and use the opportunity to reinstate your campaign messages. Don't be afraid to ask about how they are getting on with your suggested actions.

You could also send a photo of your meeting or a stunt event to your MP. This will refresh their memory of who you are and the campaign.

Remember to let us know how your meeting went! We can give you some advice on the next steps to take.

- ✓ **PUBLICISE YOUR SUCCESS.** If you convince your MP to sign up to a policy or join your cause, let the local media know about it. (You can find out more about how to do this on page 16 of this pack.) Think about whether your meeting is newsworthy. Will it provide the local media with a positive local story that will help build on your partnership?



Campaigners Pauline and Graham Evans meet with their MP, David Cameron

## **MEETING OUR MP**

Our volunteer group in Carterton and Witney, Oxfordshire, pay regular visits to their MP – who happens to be Prime Minister David Cameron.

They went to speak to Mr Cameron about the need for more life-saving health workers worldwide. Both sides were impressed with the meeting.

**“It was a pleasure to meet with constituents who care so passionately about saving children’s lives. I agree with them about the crucially important role played by health workers.”**

David Cameron, MP for Witney.

Two of the group, Pauline and Graham Evans, spoke to him about our No Child Born to Die campaign and our biggest-ever push to tackle hunger and malnutrition. They asked him to ‘Name a Day’ when he would hold a hunger summit.

The Prime Minister later singled out Save the Children supporters at a high-level meeting, saying how effective it is when charity supporters remind their MPs how much they care and how passionate they are about global issues. He also announced he’d host a major hunger event, which took place on the last day of the Olympics.

# GETTING INVOLVED AT EVENTS

Our events are a great opportunity to meet other campaigners, learn new skills and put campaigning into action. Take a look at the campaigns calendar on our campaigns webpage to find out about our latest events. On the following pages you can discover more about how you can get involved and check out some top tips for holding your own event.

## STUNTS

These are usually events using props or surprise elements to bring an issue to the attention of the media, decision-makers or the public. Let us know if you are interested in coming along and we'll contact you about these before they happen. Or why not organise your own?

Our stunt in Trafalgar Square before the G8 in 2012, pictured opposite, saw campaigners take wheelbarrows filled with nutritious food to No. 10 to urge David Cameron to act on hunger. We definitely turned a few heads!

## MASS LOBBY

These events encourage lots of people to meet their MPs to make sure our calls for action get noticed. We'll be in touch before these events with details of when, where and what we're calling for – and how you can get involved.

In June 2011 thousands of campaigners had tea with their MPs in Westminster to make the case for tackling global poverty. Save the

Children campaigners joined with supporters from other organisations like Oxfam and ActionAid to make sure their MPs knew that the UK public wanted them to act on poverty and injustice.

## HAND-INS

Join us when we hand in our petitions to deliver our calls for action straight to the government. Hand-ins grab the media's attention too, raising more awareness of our campaigns.





## FESTIVALS

Save the Children is out and about at many arts and music festivals throughout the summer, inspiring even more people to take action for children. If you see us, be sure to come and say hello (we're a friendly bunch). Or better still, volunteer to be part of the team!



## TRAINING AND CONFERENCES

Our campaigner conferences are an opportunity for you to learn new skills and get to grips with our campaigns, as well as meet like-minded people. We also hold training days throughout the year to help you build up your skills in lobbying, blogging, writing and much, much more. Contact us for more details (see back cover).



## FUNDRAISING EVENTS

If you're running a fundraising event, why not campaign at the same time and double your impact? It couldn't be simpler! You could ask attendees to add their name to a petition or even invite your MP along and get a picture in your local paper.

In the run up to the G8 in 2012, 50 mums and their babies invited their MP along to 'The Big Bath Buggy Push', raising over £1,100 for our nutrition programmes and engaging their MP in our hunger campaign at the same time.



- ✓ **1. SET A DATE.** If you've never organised a similar event before, give yourself plenty of time. Two months is a good benchmark. Consider whether there are other big events going on that day or week, which could be used to your advantage or you should avoid clashing with. If there is an established event that already attracts lots of people, why not work together?
- ✓ **2. VENUE.** Investigate this first. Factors to consider when choosing a venue include: cost (can you get it for free or negotiate a discount?), location, capacity and equipment.
- ✓ **3. THINK UP A CATCHY TITLE.**
- ✓ **4. ADVERTISE.** Don't forget the power of Facebook, Twitter, email and word of mouth, as well as posters and flyers.
- ✓ **5. INVITE YOUR MP.** Contact your MP's office by phone or email. Inviting your MP to an event is a great way to increase your impact and raise even more awareness.
- ✓ **6. BE SOCIABLE.** Join our community on Facebook ([facebook.com/saveethechildrenuk](https://facebook.com/saveethechildrenuk)) to share your stories and tweet us with your updates @savechildrenuk.
- ✓ **7. GET SNAPPING.** Make sure you get some good pictures of your event, and share them on social media.
- ✓ **8. MAKE THE NEWS.** Tell the world about your brilliant event. A mention from your local paper or radio station is a great way to get free advertising and encourage others to support our cause.
- ✓ **9. RESOURCES.** Get others to help you. Recruit volunteers to make sure the day goes smoothly. We can provide you with any campaigning resources you need, such as T-shirts, posters, petitions and action cards.

# MAKING THE MOST OF THE MEDIA

Never thought you could be a star of the evening news or appear on your local paper's front page? Well, you can. It's not too difficult when you have something important to say. And you're campaigning to save the lives of children. It's hard to think of anything more important than that.

Getting in the media can be crucial to campaigning success. Big decision-makers are much more likely to prioritise something if it's making the headlines. It also helps generate public support around what you're trying to do.

## GET IN THE NEWS



The most important thing about any news you want a journalist to publish is that it has to be new. Create an event that's worth putting in the papers, for example, by inviting your MP along.

Visual events have the highest chance of attracting attention. Think creatively by dressing up or using exciting props – and make sure you take pictures!

Give yourself the best chance of getting your event in the paper by sending out three press releases. Send one a week in advance of your event, one the day before and one the day after. Remember that journalists are busy people, so make their jobs as easy as possible by writing a clear press release. You can find a template at the front of this pack.

### LETTERS TO THE EDITOR

After the front page, the letters pages of local papers are the most-read section. That means that by writing a simple letter to your local paper, you can reach almost as many people as if you make the front page. Just send a brief letter setting out your opinions and you may well see them in print.

If you're not sure who to send the letter to, look on your local paper's website. Normally, it will have a contact page with the email address of the appropriate person.



Photo: Save the Children

Our young ambassador, Frank Kapeta, talks about hunger and malnutrition on his local radio station in Tanzania.

## GET ON TV



Although it's unlikely your activity will gain national news coverage, it is possible to get support from local broadcasting stations.

After the main news every night, TV channels go over to regional news teams to tell stories from your area. If your event is visual enough and topical enough, you could appear in that segment.

Start by calling your local BBC branch to see if it would be interested. If it is, send through a press release with all the relevant information. Follow the same model as you did for the newspaper press release. Save the Children can provide support or media training in advance of interviews.

## ON THE RADIO



Radio stations invite people to call in with their views all the time. Make sure you get your opinions across. Whenever a radio station asks for

views on international development or aid, give them a ring and let them know what you think.

It's not as scary as it sounds. After all, you already know what you think and it's no different to telling a friend over the phone.

If the DJ asks you a question, just follow the simple rule: acknowledge, bridge, close. Acknowledge their question, bridge to what you wanted to say and close with a fact that proves your point.

For example, the DJ might ask: In a time of austerity, why should the UK government continue to give international aid?

**Acknowledge:** We all know these are difficult economic times.

**Bridge:** But those in developing countries are feeling the effects most.

**Close:** UK aid saves the lives of millions of men, women and children and gives opportunities to many more.

# LOCAL GROUPS

**Everything is more fun when you do it with friends.** Starting a local group doesn't have to mean searching far and wide for new supporters. All you need to do is get friends, family and neighbours together to organise activities. Or you might find there is already a local group in your area. Go to [savethechildren.org.uk/ourcampaigners](http://savethechildren.org.uk/ourcampaigners) to find a group near you.

Once you're part of a local group, many more options will become available to you. By working with other campaigners, you will gain the support, confidence and friendship to really drive your campaigns forward. You can distribute tasks among people so that collectively you can all achieve more.

## JUST THINK

- ➔ If you can get 100 petition signatures on your own, how many more can two people collect? Or a team of five? In a group, collecting petition signatures can be far more fun and effective.
- ➔ Consider that moment when you meet your MP. On your own, it can seem intimidating. But if you go in a group of

like-minded, passionate people, you can bring so much more confidence and enthusiasm to your meeting. Your MP will also be more likely to listen when they see that this issue interests a large number of people.

- ➔ Your stunts are more likely to get media attention if you do them in a group. Pictures of a few people taking action together can be so much more powerful than one person stating their opinion. Get your friends together and do something creative to really grab a journalist's eye.

## WE ARE HERE TO HELP

We can provide you with everything that you need to start up your local group and support you along the way. We can also link you up with other groups around the country to find out what others are doing and how you can work together. Or if you already fundraise as part of a branch or volunteer group why not double your impact and get campaigning too?

Photo: Joseph Fox/Save the Children



# A BIG THANK YOU

## GET IN TOUCH WITH THE CAMPAIGNSTEAM ANYTIME

You can find all this information and more online at  
[savethechildren.org.uk](https://www.savethechildren.org.uk)

If you have any questions, need advice or want to  
request any resources, you can email us at  
[campaigns@savethechildren.org.uk](mailto:campaigns@savethechildren.org.uk)

You can call us too on  
**020 7012 6400**

Save the Children works in more than **120 countries**.  
We save **children's lives**.  
We fight for **their rights**.  
We help them fulfil **their potential**.

### **Save the Children**

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**Save the Children**