

# A JOURNEY TO CHANGE

**Welcome to Macmillan Cancer Support's brand new *Campaigns guide book*. You're probably reading this because you want to find out more about campaigning, and how you can get involved in Macmillan's campaigns to support people affected by cancer.**

This guide is designed to steer you through the process of campaigning on one of Macmillan's local or national issues. We'll give you our insider knowledge, helpful hints and all the support you need to make your campaign a success.

Someone once said that a journey of a thousand miles starts with a single step. We agree wholeheartedly and that's why we've created this user-friendly guide to help you get started.

So good luck, and let's get going.



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# LET'S GET STARTED: AN INTRODUCTION TO CAMPAIGNING

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## What is Macmillan's campaigning all about?

**Cancer is the toughest fight most of us will ever face. And at Macmillan we want to make sure people don't ever have to go through it alone.**

A Macmillan campaign is a way of people working together to change policy or practice to improve the day-to-day lives of people affected by cancer. For example, you might campaign for out of hours nursing care in your area, or for your local hospital to tell cancer patients about the free parking they offer.

There are lots of Macmillan campaigns that you can get involved in to help improve the lives of people living with cancer in your area. And if we work together and make ourselves heard, we really can make a positive difference to how people affected by cancer are treated.

Throughout this guide we'll give you examples of the great successes we've achieved for people affected by cancer. We hope they'll give you some inspiration and show just how much we can achieve together.

### Get in touch

We've provided all the bits and pieces you'll need to start campaigning – from a helpful pull-out calendar to track your progress, to letter and press release templates that will help you get your message across effectively. But if you need more resources or if you're thinking about setting up a campaign please do get in touch. Remember, we're with you every step of the way. Contact [campaigns@macmillan.org.uk](mailto:campaigns@macmillan.org.uk) whenever you need someone to point you in the right direction or if you'd just like to update us on your progress.

## Why should you campaign for Macmillan?

Well, if you think something needs changing then chances are there are other people who will agree with you. And if you want to campaign to improve things for people affected by cancer, then Macmillan's campaigns are for you.

Campaigning can help change things for the better but it can also be a great way to meet new people and learn new skills. It can put you in touch with like-minded people in your area. And by getting involved in Macmillan's campaigns, you'll also have the opportunity to take a stand on issues that are important to you and develop your campaigning skills.

## SUCCESS STORIES

**Campaigning works.** We know this because recently, we've campaigned to make sure that cancer patients don't lose out on vital welfare benefits. We also stood our ground in the debate for free prescriptions for cancer patients in all four nations of the UK. These are just a few examples of how campaigners like you have made a real difference. Keep a lookout for green boxes like this one throughout the guide to read more about the people who've made these success stories possible.

## How can you campaign for Macmillan?

We know that everyone will have differing amounts of time to spare so we've created a package of ways you can get involved with campaigning.

These include acting locally on an existing Macmillan campaign and bringing a new campaign idea to us to find out if we can support it.

This guide will give you all the information you need to start campaigning in these ways.

If you have limited time but would still like to be involved with our campaigns, you could join our team of e-campaigners. To find out about e-campaigning visit [macmillan.org.uk/campaigns](https://macmillan.org.uk/campaigns)

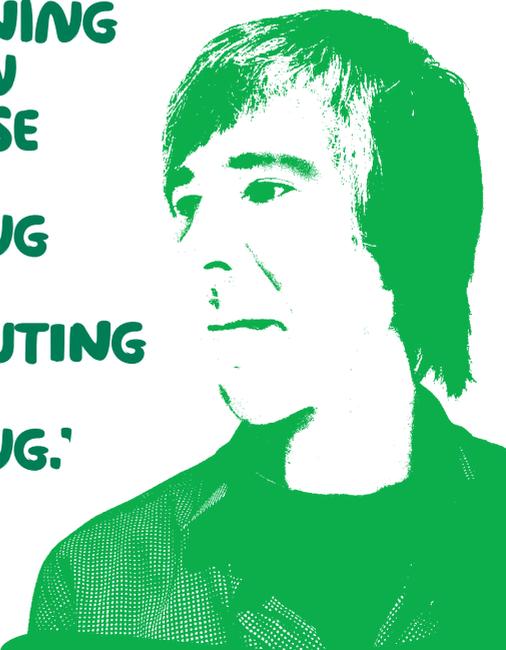
Get in touch with the Campaigns team at Macmillan for advice and support on [campaigns@macmillan.org.uk](mailto:campaigns@macmillan.org.uk) or call 020 7840 7840.

## JULIAN'S CAMPAIGN STORY

**After being diagnosed with cancer, Julian, from Crystal Palace, wanted to do something to improve things for other people affected.**

Julian has campaigned on a number of issues, from fuel poverty to welfare reform. And to get his message across, he's taken part in TV news interviews and contacted his local MP directly, to keep the issues on their agenda. 'It gets them to notice things, and the more we can get it out there the better.'

**'CAMPAIGNING HAS GIVEN ME A SENSE OF DOING SOMETHING GOOD, CONTRIBUTING TOWARDS SOMETHING.'**





# PLANNING YOUR CAMPAIGN JOURNEY: STEPS TO SUCCESS

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## Planning your campaign

**In this section, we'll talk you through the key steps you need to go through to plan a Macmillan campaign in your area. There are some useful links and contact details at the end of this guide to help your campaign reach its destination. And if you have any questions that aren't answered here, please just get in touch.**

If you're going to launch a local Macmillan campaign, you can find out more about all of Macmillan's campaigns on our website ([www.macmillan.org.uk/campaigns](http://www.macmillan.org.uk/campaigns)).

If you don't feel able to run a Macmillan campaign in your area at the moment, don't worry. This section is still full of useful hints and tips on all kinds of campaigning. And if you'd prefer to read more about the different campaign tools you can use, feel free to skip ahead to the next section.

### Starting your campaign

All successful campaigns start with mapping out a plan of action.

The best way to plan your campaign is to get all your thoughts down and then identify the information you'll need to highlight the issues you're campaigning on.

- What's the main problem you want your campaign to address?
- What's the best solution to this problem?
- What evidence is there to support your campaign?
- Who are the key people who can make your solution a reality?
- How will you persuade these people to back your campaign?
- How will you know if your campaign has been successful?

To help you to develop your plan, we've provided a simple template that you can use to jot down all your ideas. You can find it on page 58. So why not read through the next section and then get started by having a look at the template. You might also want to start filling in your 'local information' sheet on page 52.

Once you've jotted down your initial thoughts, you'll see you've already taken great steps in planning your campaign.

## STEP ONE: GATHERING THE INFORMATION YOU NEED

If you're planning to launch a local Macmillan campaign – in other words, if you want to take a national Macmillan issue and run a campaign on it that's specific to your area – the first step will be to see what evidence we have already gathered. Take a look on our website to find out what information we have. And before you get started, contact the Campaigns team at Macmillan to talk through your ideas and get advice and support on how you can campaign in your area.

The next step is to think about any further information you need to gather to support your campaign. For example, if you're campaigning on hospital car parking then you might want to find out if hospitals in neighbouring boroughs charge for car parking. You might also want to gather stories and experiences from other people in your community to help you illustrate the issue.

Once you've decided what information you will gather to support your campaign, you need to work out how you will find it. There are a few ways you could go about finding the information you need, including:

- searching the internet or writing to the relevant decision making body (for example your local hospital) to find out more
- conducting a survey to find out more about the experiences of local people
- talking to people directly affected by the issue to get a more in-depth understanding.

Finally, there are some useful statistics about cancer in the UK that you might want to use on page 51.

Then, once you've gathered all your information, you're ready to move on to the next step: developing your campaign plan.

## STEP TWO: ANALYSING THE ISSUE

### What's the problem?

Have a think about the exact problem you're trying to solve and make this as specific as possible. For example, you'll be able to plan a more specific campaign for free hospital car parking in your area, rather than a generic campaign that aims to improve all hospital services for all patients.

### What impact will your campaign have?

It's also useful to think about what the impact of your campaign will be for people affected by cancer if you're successful. For example, if you're campaigning for your local NHS to offer out of hours nursing care, the impact of winning your campaign might be to allow more people to receive treatment at home. This could potentially reduce costs to the NHS and increase emotional wellbeing for cancer patients.

Being clear about the possible results of a successful campaign helps explain the importance of your campaign to other people.

### Who are you targeting?

Now you need to work out who has the power to make the change your campaign is calling for. We refer to the person you need to convince as the **campaign target**. It could be the chief executive of your local hospital, who has the power to change car parking charges, or the person in your council who is responsible for social care locally. Make sure you're clear about what it is you're asking them to do to fix the problem.

There will probably be other influential people locally who can help you in your campaign, like your local MP or your local paper. You can find out more about working with these people on page 29.

## STEP THREE: GETTING THE BALL ROLLING

You're well on your way now. You know what you want to achieve and you have evidence to back up your argument. Next, you need to decide on the campaign tactics you will use. These are the different ways that you can influence your campaign target, such as writing letters, circulating petitions and meeting with decision makers (for more details on tactics, see the next section).

It's important to make sure that you break your campaign down into realistic and achievable steps. Keep an eye on your progress to check that you're on track and, if not, you can think about changing your tactics. Don't forget to use the journey planner on page 60 to help you jot down your actions and deadlines.

### Involving more campaigners

If you're already a member of a local Macmillan fundraising committee or self-help and support group then find out if others in your group are also keen to campaign and willing to take on some of the responsibilities. If you aren't part of a local group then talk to family, friends and others who could benefit from your campaign to see if you can get them involved. And please let Macmillan's Campaigns team know about your plans as we might be able to put you in touch with even more like-minded people living nearby who could join your campaign.

### Monitoring your campaign

Finally, you'll need to decide how you are going to monitor your campaign as you go, so you can adjust your plans if necessary. So, if one of your key activities is to meet with an important decision maker, it's a good idea to set a deadline for having this meeting. If you haven't managed to secure a meeting by this deadline, then you will probably need to adjust your tactics. Have a look at our handy campaigns journey planner and work out your deadlines on there.



## STEP FOUR: KEEP GOING

You've come so far and done so much already. It's true that campaigning takes patience and persistence but change often comes about through the perseverance of local campaigners like you. It could take a while to get your voice heard and for positive change to be achieved, but don't be disheartened – you're a force to be reckoned with.

### How did it all go?

At the end of your campaign it's worthwhile taking the time to see what went well and what lessons you can learn for future campaigns. This doesn't necessarily have to be too formal. Even just sitting down and talking about what worked and what didn't with the other people involved can be really useful. And you can always get in touch with us if you want to have a chat about how your campaign went – we're keen to hear about your challenges and successes.

Get in touch with the Campaigns team at Macmillan for advice and support on [campaigns@macmillan.org.uk](mailto:campaigns@macmillan.org.uk) or call 020 7840 7840.

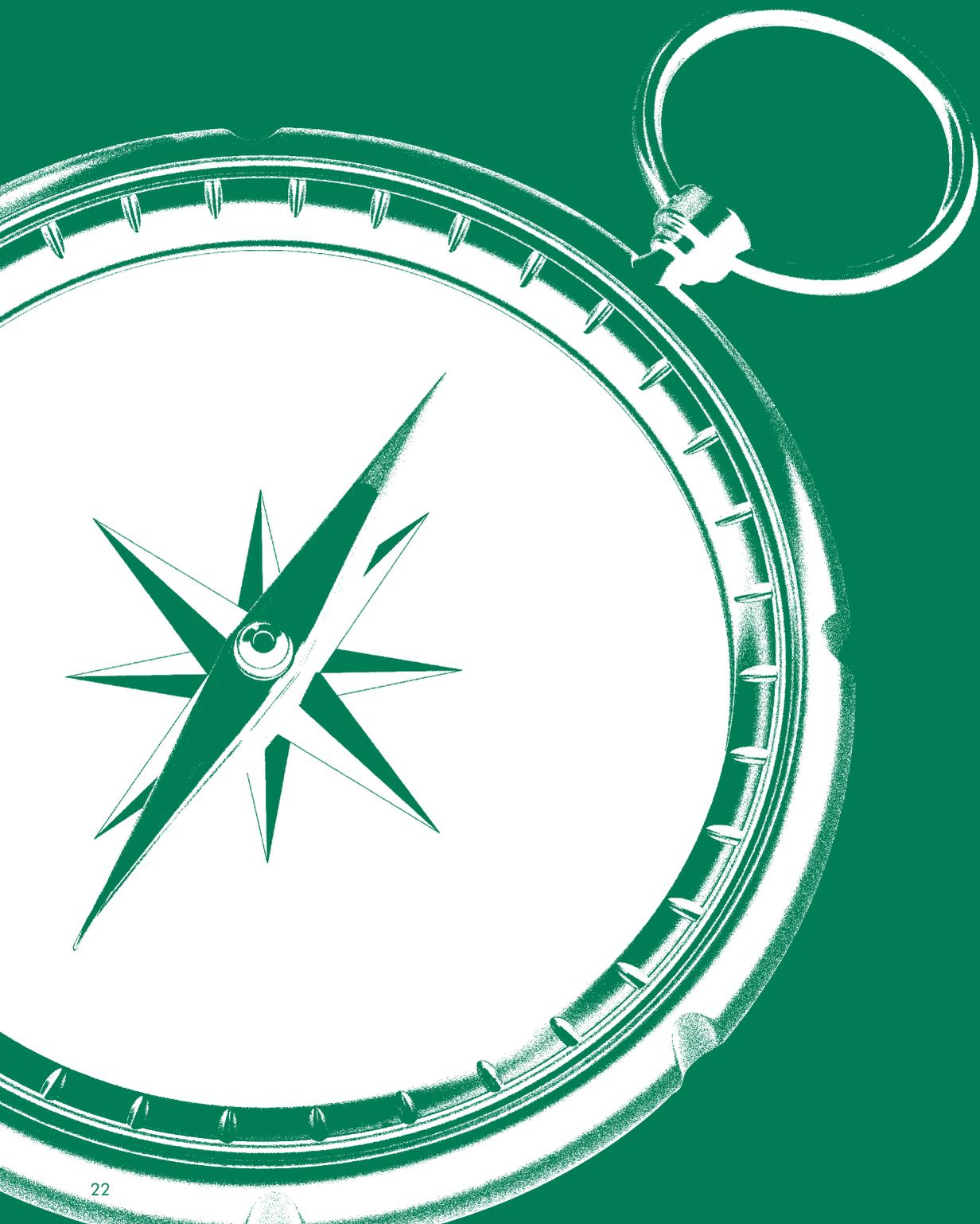
## TREVOR'S CAMPAIGN STORY

**'I know from first hand experience that it takes a lot of energy for cancer patients and carers to keep going. So I knew it was important to campaign to improve the Welfare Reform Bill for people affected by cancer. I decided on a variety of methods, from getting colleagues, family and friends to sign a petition, to making local MPs aware of the situation.'**

Trevor, a chartered engineer, decided to get involved with Macmillan after both his mother and his sister were diagnosed with breast cancer. He has now been chairman of his local Macmillan fundraising committee for over ten years.

With help from campaigners like Trevor, Macmillan persuaded the government to make important changes to the Welfare Reform Bill to make sure that people affected by cancer didn't lose vital benefits.

**'SUPPORTING CAMPAIGNS WE BELIEVE IN IS AN EASY EXTENSION OF COMMUNITY SUPPORT.'**



# HOW TO GET THERE: CAMPAIGN TOOLS AND TACTICS

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## How to influence your campaign target

**You've got a cause you're passionate about, you've got a plan and everything's starting to take shape. What next? In this section, we talk about different ways you can try to influence your campaign target.**

For example, you might be asking the chief executive of your local hospital to change their policy on car parking charges so cancer patients can park for free when undergoing treatment. Or you might want your local NHS to provide more nursing care out of hours.

Once you know who your **campaign target** is you can start to focus on how best to reach out to them.

And remember, when you're getting started, contact the Campaigns team to talk through your ideas. We can let you know all the inside information on Macmillan's campaigns so you're confident about the facts. And we can give you some advice on how to tailor your approach to your **campaign target**.

## Writing letters and emails

Now you're ready to get your message out there. Writing letters or emails is a simple yet effective method of campaigning. You could write directly to your **campaign target** to give them an outline of your concerns. And there are many other people you can write to, such as your MP or local councillor, to get them to back your campaign. And for the maximum effect, it's a great idea to get others who share your passion to write to these same people.

Whoever you're writing to, here are some simple hints and tips to help you:

- Introduce yourself briefly and say why you are writing.
- Outline your campaign and what you would like the recipient to do. Try to keep this short – ideally one paragraph but at the most two – you don't want to scare them off with a lengthy essay.
- Ask the recipient to act in response to your letter to help your campaign. If you are writing to your **campaign target** you might want to ask them for a meeting. In a letter to your MP you might ask them to lend their support to your campaign or attend a public event.
- Finish your letter in a way that encourages a reply, such as 'I look forward to hearing from you'.
- Keep your letter brief, factual and polite.
- Include your address, even if you are writing by email. This is particularly important if you are writing to your MP or councillor as they will need to know that you live in their area.

Don't worry about whether to send a letter or an email; both will be treated in the same way.

### USEFUL TIP

Have a look at our easy-to-use letter template at the back of this booklet for help planning what to write. It's also available at [be.macmillan.org.uk/campaigns](https://be.macmillan.org.uk/campaigns)

And there's more information about all our campaigns on our website, which could provide useful background for your letters – just visit [macmillan.org.uk/campaigns](https://macmillan.org.uk/campaigns)

## Petitions

It's time to make some lists and get people signed up. Petitions are an ideal way to publicise your campaign and drum up local support. They can show the strength of feeling around your campaign issue and demonstrate the level of support it has.

If you would like to set up either an online petition or a good old-fashioned paper one, Macmillan can help.

Get in touch with the Campaigns team who can offer advice and templates to guide you. We can also help you to draw up a short statement that outlines your campaign demands.

### A few words about data protection

When you run a petition for Macmillan (whether paper or online) we need to make sure that we are complying with our obligations under the Data Protection Act. We have set out some of the things you'll have to adhere to below.

The petition must explain how Macmillan will use the information those who sign up provide. Our petition templates include the following information on the form – so get in touch with us to request a petition template:

**Thank you for signing this petition. We (Macmillan) would like to keep your details on our database so we can contact you about our fundraising, campaigning and services for people affected by cancer. If you are happy for us to do so, please fill out the relevant boxes below.**

**Your details will be kept securely and only shared with the suppliers or partners who work with us or on our behalf to deliver and improve services for people affected by cancer.**

This text is important for us to comply with our legal obligations under the Data Protection Act, so please do not modify it. If you do not use this text, it may limit what we (and you) can do with the information you collect.

Remember that the information you collect on a petition may be sensitive. You should keep the signed petitions secure – for example, be careful not to leave them in a public place. Please do not give the signed petitions to anyone other than Macmillan without first checking with the Campaigns team.

### Spread your reach

When collecting signatures, distribute your petition widely. You could ask local businesses or hospitals if they will help collect signatures on your behalf. And if your petition is also online then share the link as widely as you can: in emails and on social networking sites like Facebook and Twitter.

To make sure the petition has the impact you want, set a deadline for collecting signatures. This way you can collect and submit everything at the same time. Remember to include a return address so that people who are collecting signatures on your behalf can send completed petitions back to you.

You'll also need to decide how you want to present it to your **campaign target**. You might choose to do this in a private meeting if you have one scheduled or make the presentation a public event and invite your local newspaper.

When you have completed a petition, please give all copies of the petitions to us. Please don't use the details you collect on a petition for any other purposes without first checking with the Campaigns team at Macmillan.

## NEIL'S CAMPAIGN STORY

**Neil Jones felt compelled to become an e-campaigner after both his grandparents were affected by cancer.**

The role of e-campaigner has been so rewarding, he's currently spreading the word to family and friends about how simple it is to sign up and make a difference.

'Supporting Macmillan by campaigning makes me feel proud to know that, in a small way, my voice is being heard. Collectively, we can be a force for good, and we can influence politicians and other decision makers.'

**'I CURRENTLY  
CAMPAIGN FOR  
ACCESS TO  
INFORMATION AND  
FINANCIAL SUPPORT  
FOR THOSE LIVING  
WITH CANCER...  
AND I'D LIKE  
TO SEE BETTER  
SUPPORT FOR  
CARERS.'**



## Meeting a highflyer: how to influence decision makers or MPs

Arranging a meeting with a decision maker or an MP can be one of the best ways to get your campaign message across and help to persuade them to change things. If you're hoping to meet someone like the chief executive of your local hospital, then you'll need to write or email to ask for a meeting. If you don't get a reply within three weeks, it's a good idea to phone their office and check that someone is dealing with your query. They may also pass on the meeting request to the person who is directly in charge of the issue you are campaigning on. If this is the case you should follow up with their office.

### How to plan for your meeting

Well done, you've got that important meeting. Now it's time to prepare. Make sure you know what you want to say at the meeting and what outcome you're hoping for.

It's useful to write down your key points and prepare an agenda in advance to make sure you cover everything you want to discuss. You should also make sure you have your key facts and figures to hand – you could even print out a short summary of your key points to leave behind after your meeting.

It's not a problem if you don't know the answer to a question raised in the meeting – it's perfectly acceptable to let them know you'll look it up afterwards and follow up in writing. In fact, it's a good idea to write anyway to thank them for the meeting and outline any commitments made during your discussion.

Don't worry if you don't get the result you wanted from your meeting. You can always arrange to meet again at another time to discuss your campaign in more detail. Or you might want to try a different tactic to help you raise awareness of your campaign and gain more public support.

## Lobbying your MP

MPs and councillors are sometimes the people who can help to change something directly, but more often they can help you influence other decision makers. They often have set times for meeting constituents – the people who live in the area they represent in Parliament or at the council. You can normally find when these are by looking on their website or calling their offices.

It's also a good idea to research their interests to find out if they are already likely to be familiar with your campaign. You can find out this kind of information by looking on their website or using a service such as They Work for You ([www.theyworkforyou.com](http://www.theyworkforyou.com)). You can also contact us to find out if your MP has supported Macmillan's campaigns in the past.

## My MP is on board, now what?

Your MP can support your campaign by:

- contacting local agencies, such as your local council or health authority, to raise issues or concerns on your behalf
- writing to the Minister who is responsible for the issue
- asking Parliamentary Questions to find out what's going on with the issue
- tabling a motion, which is a statement that other MPs sign up to if they agree with it.

If your campaign has a lot of support locally, an MP may also be happy to attend campaign events, which will help raise the profile of your campaign.

And if you aren't sure who your MP is, you can find out by visiting [theyworkforyou.com](http://theyworkforyou.com) or [findyourmp.parliament.uk](http://findyourmp.parliament.uk), or you can call the information office in Parliament on **020 7219 4272**.

## Getting your local council involved

Your local council is run by elected councillors, which means they, like MPs, are willing to listen to the issues of the people they represent. Councils also employ paid staff, such as a chief executive, to carry out the day to day work. If your **campaign target** is a local decision maker, then your local councillors could be an important source of support for your campaign.

You can find out which councillors represent you by visiting your council website or using a service like Write to Them ([www.writetothem.com](http://www.writetothem.com)). Alternatively, just call or visit your local council office.

Just like your MP, your councillors have a duty to represent your interests within the council and may be able to help you get local media coverage for your campaign. You can lobby your councillor in the same way as your MP – by letter and in person at their offices.

### USEFUL TIP

Members of the public are also entitled to attend some council meetings. Details of these will be available from your local council office or on their website. You won't always get a chance to speak at these meetings but they can be a useful way of learning more about what is going on in your area and identifying councillors who might be able to support your campaign.

## Contacting your local hospital

If your **campaign target** is someone at your local hospital, there are a number of ways you can lobby and influence senior management of the hospital.

Your local HealthWatch (previously known as a Local Involvement Network) has been set up to give local people a say in how their health services are delivered. The groups are run by local individuals and are responsible for finding out what local people want, monitoring services and holding health services to account.

It's well worth joining to find out more. You can get their contact details from your local council.

Many NHS services will also have service user groups that might be useful for you to get involved in. You can find out about how these work in your area by contacting your local NHS Trust.

### How your Local HealthWatch can make a difference

Following the Health and Social Care Act 2012, every local authority must have a local HealthWatch organisation in place by April 2013.

HealthWatch draws on the views of local people to make recommendations and reports about how services could or should be improved. It also provides advice about accessing health and social care services. This inclusive approach means HealthWatch organisations can be influential partners in the local decision making process.

Visit [healthwatch.co.uk](http://healthwatch.co.uk) for more information.



## Using social networks

There are numerous online social networking sites that you can use to help your campaign. Some of the best used at the moment are Facebook, Twitter and YouTube. New sites are being created all the time so it's always worth checking if there are any other social networks that might be particularly suitable for your campaign. And please get in contact with the Campaigns team if you are thinking of using any social networking sites so we can help you get the most out of this.



**Facebook** is a really useful way of keeping your local community up to date about your campaign. It's easy to create a Facebook group for your campaign where you can post updates and photos and also let people know about events. People who are in the group can also use it to talk to each other about your campaign, which can help to build a committed community eager to help.



You can use **Twitter** to tell new people about your campaign and even to influence decision makers. Twitter allows you to post short updates – or tweets – of up to 140 characters in length to your followers (people who have subscribed to see updates from you). You can post regular updates about your campaign and encourage people to take action, for example by sharing a link to an online petition. Decision makers such as MPs often use Twitter. If your MP is on Twitter, you can contact them directly to tell them about your campaign and get their support. And why not ask others to do the same?



**YouTube** allows you to post films online for anyone to watch. It can be a great way of sharing campaign films, for example an interview with a local campaigner about their experiences or a film of a campaign stunt (see page 37). You can film with a digital camera or smartphone, and you can upload films directly from your phone.

**Macmillan's online community** is a place where people affected by cancer or touched by Macmillan can meet, make friends, ask questions, campaign for change or find a bit of light relief. The 'We give our time' group on the online community allows members to share ideas on volunteering, fundraising and campaigning. It's a great place to tell people about your campaign and get support, advice and feedback on your plans. Visit [macmillan.org.uk/wegiveourtime](http://macmillan.org.uk/wegiveourtime) to join the group.

### USEFUL TIP

Remember, others may be able to see or share what you post online, even if you restrict access to your accounts. So make sure that you're happy for the information you put up to be shared publicly. And remember you'll need to get permission from anyone in your films or photos to upload these to social networking sites.

## Going the distance: stunts and how to use them

Campaigners sometimes organise publicity stunts – planned events designed to attract the public’s attention to your campaign. It’s a novel way to get media coverage of the issue. If you are planning a stunt, get in contact with the Macmillan Campaigns team and we can offer advice on your plans.

A well thought out stunt that clearly links to your campaign message and lends itself well to filming or photography can create a big impact for a relatively small investment of time and resources.

Think through the event in advance. For example – do you need props or materials? If so, who will bring them? When will people arrive and who will tell them what to do when they get there? Is your stunt safe? And make sure you have thought through what you will do if things don’t go exactly to plan.

Tell the media about your stunt well in advance and take a camera of your own to photograph the event too. And follow up with the media afterwards to try to get them to cover your event – you can find some advice on how to do this in the next section.

Finally, don’t forget to thank everyone for their involvement at the end.

## MARY AND JOY'S CAMPAIGN STORY

**One in five people living with cancer turn off the heat during winter, even though they feel cold. They spend a lot of time at home during treatment or recovery, pushing up their energy bills, plus, they may have less money if they've had to stop working. That's why many people with cancer are living in fuel poverty.**

As part of our Freeze out Fuel Poverty campaign, Macmillan created a giant woolly scarf petition. For each person who signed the petition a length of knitting was added to the scarf. Over 5,000 people knitted their bit, helping to create a 127m long scarf.

Mary and Joy decided they wanted to do more to help people with cancer keep warm without the worry. So they visited the Houses of Parliament and presented Climate Change Minister – and their MP – Greg Barker with the woolly scarf petition.

Joy said, 'It was great to meet the Minister, who took our concerns seriously. When my husband, Dennis, was being treated for cancer he really suffered from the cold. It was difficult to keep him warm and we had to have our heating on all the time. Our energy bills went through the roof, but worrying about how we were going to pay the mounting bills was the last thing we needed.'

During the meeting, the Minister reiterated the government's commitment to helping everyone heat their homes more affordably. He stated that its focus was on ensuring that energy suppliers provide discounts on fuel bills for low income, vulnerable households such as people with cancer.



## How to work with the media

### Why use the media?

The media can be a valuable tool in campaigning, but it is best to use it strategically. Think of it as just one of the options when campaigning – alongside contacting MPs or local influencers directly.

The media can help you spread your message and harness public support while influencing local decision makers and encouraging others to join your campaign. Sometimes, you can even get local newspapers to adopt your campaign as one of their own.

### What makes a good story?

Once you have decided that you want to use the media as part of the campaign, you need to know that local media are always on the lookout for impactful human interest stories or topical news stories based in their area. Journalists are very busy and it is important to present your story in the right way. These are the key questions that a journalist will ask about a potential news story:

- Is it a new angle – a new way of looking at the issue, or the first time something has been done about it?
- Is it topical?
- Is it unusual?
- Is it controversial?
- What's the evidence? (Are there compelling statistics that make you think?)
- Does it tell the story of a local resident?

If something is happening for the first time, or if there's a story related to Christmas in December, or even if someone is campaigning for Macmillan because their mum or husband or friend has cancer, then you could have a potential story. Local media want local stories, so always try to think of a local angle to make your content relevant.

### Use examples

Always illustrate what you are saying with a real life case study, for example:

**Mrs Smith from Swindon has started a petition to put an end to parking charges for cancer patients visiting the local hospital. Mrs Smith said: 'When my mum had treatment for breast cancer last year she had to go to the hospital regularly for chemotherapy and radiotherapy, and spent over £260 on parking at the hospital. We think this is outrageous considering she was too ill to work and struggled to get by on what little benefits she received.'**

### Get in touch

Finally, if you are planning to do any work with the media in your area, don't forget to let Macmillan's Regional Communications team know. We might even be able to provide you with a relevant case study that might help you illustrate your point. You can find the Regional Communications team's contact details on below.

### Contact your Macmillan Regional Communications team

London and South East England: **020 7091 2365/2366**  
 East Midlands and Northern England: **01904 756408**  
 Central and South West England: **01264 343803**

Alternatively, you can contact your team by email on [englandexternalaffairs@macmillan.org.uk](mailto:englandexternalaffairs@macmillan.org.uk)

## Getting in touch with the media

When approaching the media – print or radio – do:

### Be clear about your message

What do you want to achieve from your press release or interview?

Do you want people to sign up to the campaign, attend an event, etc?

### Where possible, use photos to illustrate your story

This helps you to get more space in a newspaper and will make the article stand out. Make sure your photo ‘tells a story’, for example, show people signing a petition, a nurse talking to a patient etc.

Always include a photo caption stating who is in the photo, what the event is and accompany it with a contact number before sending it out to a journalist. Make sure the photographer does not need his/her name mentioned and that the people in the picture are happy for the photo to be used in this way. At Macmillan, we love to receive your campaign images for use in our promotions. If you want to send us some photos, you can download a photo permission form from [be.macmillan.org.uk](http://be.macmillan.org.uk). Further details on how to get permission from those appearing in the photo can be found on page 62.

### Develop local contacts

It is very important to build relationships with your local newspapers and radio stations. Journalists are far more likely to respond to your news story if they know who you are and that they can trust you to provide them with interesting stories. The best way of building relationships with journalists is by being professional and friendly. Be aware of what they need and how you can help them. For instance they will always want to speak to a local person affected by the campaign or taking part in the campaigning to get a human angle.

### Be aware of their deadlines

If a journalist’s publication goes to print at 4pm on a Wednesday, they won’t be too receptive to a phone call at 3.30pm and an email at that time will be ignored. Whereas, try them again first thing on the Thursday and you are likely to get a totally different response. In short, once you make their lives easier, they really will thank you for it and you will soon see a difference in how often they feature your stories.

## Writing a press release

Press releases are the most common way for you to inform a journalist of a story. Journalists receive hundreds of press releases each week, so here are some simple guidelines to make yours stand out.

- **Be brief and to the point.** Try to keep the release to one or two sides of A4 paper; any more will simply not be read.
- **If you can, send it via email** directly to the journalist you wish to target.
- Always **follow up with a phone call** to alert the paper to your story.
- **Find an interesting angle to grab a journalist’s attention and include it in the headline.** Try to keep the headline under ten words long. You can see some example headlines below:

## CANCER PATIENTS TO LOSE UP TO £94 A WEEK

This was about the Welfare Reform Bill. We wanted to stop the government removing employment and support allowance benefit from cancer patients after one year.

## INACTIVITY RISKS LONG TERM HEALTH OF 1.6 MILLION CANCER SURVIVORS

This related to Macmillan’s Move More campaign which encouraged health professionals to ‘prescribe’ physical activity and asked cancer patients to ‘move more’ during and after treatment.

Use the **press release template** on page 63 to help you.

## Remember article deadlines

Regional county magazines (monthly)	3–6 months before the print date
Regional listings magazines (weekly)	6 weeks before the print date
Weekly newspapers	3–7 days before the print date
Daily newspapers (news)	the day before the print date
Daily newspapers (features)	the week before the print date
Radio stations	the day before the show airs

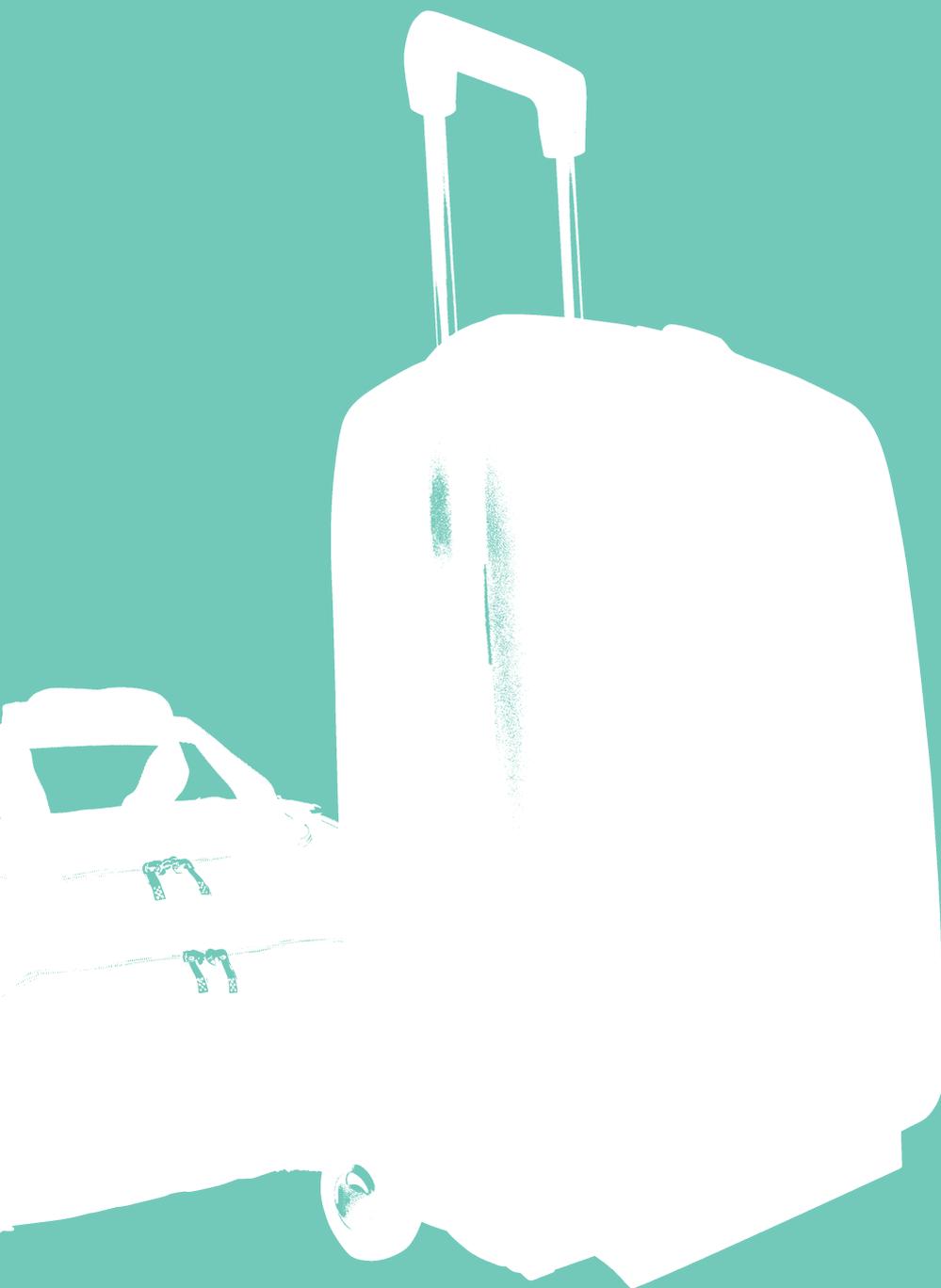
If you can't persuade a journalist to cover your story, why not write a letter to the editor of your local paper for publication on the letters page? This can also be a good way to raise awareness of your campaign.

## Giving a radio interview

If you're happy to talk on radio about what you're campaigning for and why, this can lend a great deal of support to your campaign. If you're invited to speak about it, don't be nervous – with the right preparation you'll be great. Here are some tips to get you ready.

- **Be prepared** – find out as early as possible:
  - if the interview is live or pre-recorded
  - how long it will last
  - who you will be interviewed by
  - what kind of questions they are planning on asking.
- **Re-read your press release** – the interviewer will base questions on this. Be clear on what you want to achieve. Have three main points you want to get across, and always bring your answer back round to these points if you can.
- **Bring in human interest** – talk about a real life example using it to help explain the issue and show how local people are affected.
- **Talk about how local people can get involved** – have a point of contact (website or phone number) ready to quote on air if appropriate.
- **Do not use complicated language or jargon** – treat an interview like a chat with a friend and make eye contact with the presenter.
- **Arrive at least ten minutes early** – if you arrive late in a panic it won't make a good impression and will unnerve you.
- **Be confident** – you are the expert on this issue, not the interviewer.

Get in touch with the Campaigns team at Macmillan for advice and support on [campaigns@macmillan.org.uk](mailto:campaigns@macmillan.org.uk) or call 020 7840 7840.



# WHAT TO PACK: USEFUL CONTACTS AND RESOURCES

## What's in this section

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## Free online resources

Macmillan has a fantastic website to help you design and customise your campaign exactly as you need to. Visit [be.macmillan.org.uk/campaigns](http://be.macmillan.org.uk/campaigns) to download templates for a broad range of campaign communications. From press releases, letters and agendas to Macmillan merchandise and promotional posters, it's all there to help you make the most of your campaign.

## Contacts and links

### Contact Macmillan

You can contact the Campaigns team by emailing us at [campaigns@macmillan.org.uk](mailto:campaigns@macmillan.org.uk) or calling us on **020 7840 7840**.

### Alternatively, write to us at:

Macmillan Cancer Support  
89 Albert Embankment  
London SE1 7UQ

Don't forget to join our network of e-campaigners:  
[www.macmillan.org.uk/campaigns](http://www.macmillan.org.uk/campaigns)

## Regional contacts

You can also contact your Regional Communications team for advice about working with your local media. Email them at [englandexternalaffairs@macmillan.org.uk](mailto:englandexternalaffairs@macmillan.org.uk) or call them on:



## Useful links

### Macmillan Online Community:

[www.macmillan.org.uk/community](http://www.macmillan.org.uk/community)

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### Twitter:

[www.twitter.com](http://www.twitter.com)

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### Facebook:

[www.facebook.com](http://www.facebook.com)

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### YouTube:

[www.youtube.com](http://www.youtube.com)

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### Find Your MP:

[findyourmp.parliament.uk](http://findyourmp.parliament.uk)

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### They Work for You (information on your MP):

[www.theyworkforyou.com](http://www.theyworkforyou.com)

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### Information about your local council:

[www.gov.uk](http://www.gov.uk)

---

### Information on the NHS:

[www.nhs.uk/NHSEngland](http://www.nhs.uk/NHSEngland)

---

### Campaign Central (useful campaigning tips and tools):

[www.campaigncentral.org.uk](http://www.campaigncentral.org.uk)

---

## Useful statistics

---

You might want to use these statistics when communicating with MPs or decision makers, when encouraging people to back your campaign or in a press release.

---

### Two million people

in the UK have had a cancer diagnosis. If this number continues to rise by 3% a year, this could see nearly four million people living with cancer by 2030.

---

### 3.2% increase

every year of people living with cancer in the UK.

---

### Over 300,000

people in the UK are diagnosed with cancer every year.

---

### Over 150,000

people in the UK die from cancer every year.

---

### More than one in three

of us will get cancer in our lifetime.

The above statistics are from 2012. Contact us to check the most up-to-date stats.

# MY LOCAL INFORMATION

Keep track of all the key contacts in your campaigns with this handy reference sheet. Fill it in and store in a safe place, or better still – take a copy and stick it on the wall near to where you do your planning.

## My local MP

Name: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Email address: \_\_\_\_\_

Phone number: \_\_\_\_\_

### USEFUL TIP

If you're not sure who your local MP is, visit [theyworkforyou.com](http://theyworkforyou.com) to find out.

## My local councillors

Name: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Email address: \_\_\_\_\_

Phone number: \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Email address: \_\_\_\_\_

Phone number: \_\_\_\_\_

### USEFUL TIP

Want to write to your local councillors? Visit [writetothem.com](http://writetothem.com) to find out who they are and how to get in touch.

Name:

Address:

Email address:

Phone number:

### My local council

Name:

Address:

Phone number:

### My local hospital

Name:

Address:

Phone number:

### My local HealthWatch

Address:

Email address:

Phone number:

### My local media

Newspaper name:

Editorial email:

News desk contact number:

Radio station name:

Station manager email:

Contact number:

### USEFUL TIP

To contact the local printed media, have a look at your local newspaper for the editorial team's contact details. Alternatively, visit [newspapersoc.org.uk](http://newspapersoc.org.uk) to find out more.

For radio station details, you may need to conduct an internet search for the details of your local stations.



# MY CAMPAIGN PLAN

If you're hoping to launch a campaign, it might help to take some time to jot down some ideas under the following headlines to help you put a basic plan together.

**CAMPAIGN NAME:** \_\_\_\_\_

Step one: What's the main issue?

Step two: What evidence can you gather to support this campaign?

Step three: What is the specific problem that you are trying to solve in your area?

Step four: What impact will your campaign have if successful?

Step five: Who are you targeting and how?

Step six: How will you monitor your success?

Step seven: How did it all go?



# USEFUL TEMPLATES

In this section, you'll find a number of template documents that have been designed to help you roll out Macmillan's national campaigns in your local area. You can adapt these to include some information about why the campaign is particularly important to you.

If you don't see the resource you want here, or you'd like some advice on how to adapt one of these templates, then just contact us and we'll be happy to help.

- Template press release
- Template meeting agenda
- Template letter to a decision maker

## Photo permission

If you take photos of people for promotional purposes, they'll need to give their consent for you to use their images. And if you're running a Macmillan campaign and want to send us some photos that we can use when promoting our campaigns, you should use our photo permission form. You can find it at [be.macmillan.org.uk/campaigns](https://be.macmillan.org.uk/campaigns)

## TEMPLATE PRESS RELEASE

You can download a word version of this template at [be.macmillan.org.uk/campaigns](https://be.macmillan.org.uk/campaigns)

### PRESS RELEASE

Embargoed until 00:01 <insert date>

OR

For Immediate Release <insert date>

An embargo means you ban the publication of your press release until a certain time or date. Only use an embargo if you need to control when your story is publicised, e.g. a launch.

#### TITLE IN CAPITALS

The headline should be typed in bold and centered. Keep it short, snappy and to the point, e.g. 'Future of cancer care in the UK: make your voice heard'.

#### First paragraph

Get the five 'W's in straight away – Who? What? When? Where? Why? E.g. 'Twenty-nine leading charities are asking people affected by cancer to help them shape the future of cancer care.'

#### Following paragraphs

Make your points in order of importance. The second paragraph should elaborate on the first. You are telling a story, so must give the full picture: spell out the facts, give statistics, etc.

#### Quotes

Include a direct quote from the most relevant person involved: it will humanise the story. Keep the quote brief, providing an overview of the event. If writing a quote for somebody else, get their approval before using it. Remember to give their full name and job title e.g. Ciarán Devane, Chief Executive Officer, Macmillan Cancer Support says: 'It is unacceptable for patients to pay hundreds of pounds in parking charges to attend hospital for treatment so the Committee's recommendation for reduced, or free, parking charges is great news. Macmillan has long campaigned on this issue. We believe the Government must act now and introduce clear, enforceable regulations to ensure free parking for all cancer patients who have to visit hospital regularly for treatment.'

More follows...

Campaigning for Macmillan Cancer Support

WE ARE  
MACMILLAN.  
CANCER SUPPORT

## TEMPLATE PRESS RELEASE (CONTINUED)

You can download a word version of this template at [be.macmillan.org.uk/campaigns](http://be.macmillan.org.uk/campaigns)

### Continued

If you use two pages put 'more follows' in the bottom right corner and 'continued' at the top of the second page. Never split paragraphs or sentences.

At the end, try to insert a call to action or plug, e.g. 'If you're caring for someone with cancer and need information or support, call 0808 808 00 00 or visit [macmillan.org.uk/carers](http://macmillan.org.uk/carers)'

### ENDS

Use 'ends' to make it clear that the press release has ended.

### Contact...

Give names and telephone numbers of people a journalist can contact for further information.

### Notes to Editors

This is your last chance to give journalists details of how they can get copies of a report, photograph or any further information, including web links.

### About Macmillan Cancer Support

Include some background information about the charity as below.

Cancer is the toughest fight most of us will ever face. But you don't have to go through it alone. The Macmillan team is with you every step of the way.

We are the nurses and therapists helping you through treatment. The experts on the end of the phone. The advisers telling you which benefits you're entitled to. The volunteers giving you a hand with the everyday things. The campaigners improving cancer care. The fundraisers who make it all possible. We are Macmillan Cancer Support.

For cancer support every step of the way, call us free on **0808 808 00 00** (Monday to Friday, 9am – 8pm)

Campaigning for Macmillan Cancer Support



## TEMPLATE PUBLIC MEETING AGENDA

You can download a word version of this template at [be.macmillan.org.uk/campaigns](http://be.macmillan.org.uk/campaigns)

### Meeting title

Venue

Date

Time

**Chair** Include the name of the person who is chairing the meeting

The suggested agenda below can help you to plan your meeting. Make sure you allocate times for each sections and stick to them, or your meeting could overrun.

1. Arrival and refreshments (allow 15 – 30 minutes for this)
2. Welcome and introductions (allow 5 minutes)
3. Campaigning at Macmillan (Hear from a Macmillan speaker if available or give an update on Macmillan's campaigns – allow 10 minutes)
4. Overview of your local campaign (allow 15 minutes)
5. Local speaker (e.g. the chief executive of your local hospital – allow 15 minutes)
6. Open discussion and questions from the audience (allow 30 minutes)

Campaigning for Macmillan Cancer Support



## TEMPLATE LETTER TO A DECISION MAKER

The letter below can be tailored for you to send to any decision maker, from your MP to the chief executive of your local hospital. If you'd like some advice on writing your letter, please contact us.

Your name  
Your address  
Your postcode

The recipient's name  
Recipient's address  
Recipient's postcode

Date

Dear <name of recipient>

I am writing to let you know about the campaign I am running in our local area, in conjunction with Macmillan Cancer Support... Here you should give some background information about yourself and your campaign. For example, if you were campaigning on hospital car parking you might want to include a sentence stating that you are campaigning for hospital car parking to be free for patients undergoing cancer treatment. If you are comfortable doing so, you could also include some information about you and why you are campaigning for Macmillan.

**In our area, people affected by cancer...**

In this paragraph, you should briefly summarise your campaign. Explain what the problem is, what impact this has on people and the solution your campaign is proposing. For example, for a hospital car parking campaign you could outline the costs of car parking at your local hospital, describe the impact this has on patients – for example stress and financial strain – and talk about your solution, referencing the fact that many hospitals now no longer charge parking fees for cancer patients.

Campaigning for Macmillan Cancer Support

**WE ARE  
MACMILLAN.  
CANCER SUPPORT**

You can download a word version of this template at [be.macmillan.org.uk/campaigns](https://be.macmillan.org.uk/campaigns)

I would welcome the opportunity to meet with you to talk about this in further detail. Please contact me on <your contact details> to arrange a convenient time.

Use this paragraph to ask the decision maker to act to help your campaign. Often, you will ask for a meeting to discuss your campaign further but you might want to ask for other support. For example, you might ask your MP to write to your local hospital and support your call for free car parking.

I look forward to hearing from you.

Yours sincerely,

Name of sender  
Job title  
Add phone number  
Add email address if you have one

Campaigning for Macmillan Cancer Support

**WE ARE  
MACMILLAN.  
CANCER SUPPORT**

Thanks again for choosing to campaign with Macmillan to improve the lives of everyone affected by cancer. We hope this guide has given you the inspiration and the know-how to start your own local campaign or join one of our national campaigns. It also contains useful tips for anyone who may want to start a campaign of their own one day, but we ask that you don't use Macmillan's name or logo to promote campaigns we're not involved in.

If you have any questions or need some advice on campaigning successfully for Macmillan, please contact our campaigns team at [campaigns@macmillan.org.uk](mailto:campaigns@macmillan.org.uk)

Good luck and we wish you the very best with your campaigns.

## Don't forget to join our team of e-campaigners

To find out about e-campaigning visit [macmillan.org.uk/campaigns](http://macmillan.org.uk/campaigns)



### Disclaimer

Macmillan believes that all the information provided in this publication is correct at time of printing, but cannot be held responsible for any inconveniences caused by inaccuracies or subsequent changes.

## FEEDBACK FORM

We hope you have found your copy of our campaigning guide useful. We would love to hear back from you and find out how you are using it. Please let us know what you think – your opinion will help us to support you better. You can either fill out the form below and post it back to us for free or go online to [surveymonkey.com/s/campaignsguidebook](http://surveymonkey.com/s/campaignsguidebook)

1. Your contact details (optional). We would like to keep your details on our database so we can contact you about our fundraising, campaigning and services for people affected by cancer. If you are happy for us to do so, please fill in your details below. Your details will be kept securely and will only be shared with those who work on our behalf.

Name: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Telephone: \_\_\_\_\_

Email address: \_\_\_\_\_

2. Please tell us how helpful you found each section of the guide on a scale of 1 to 5, with 1 being 'not at all' and 5 being 'extremely'.

### Let's get started: An introduction to campaigning

1    2    3    4    5    Don't know    Did not read

### Planning your campaign journey: Steps to success

1    2    3    4    5    Don't know    Did not read

### How to get there: Campaign tools and tactics

1    2    3    4    5    Don't know    Did not read

### What to pack: Useful contacts and resources

1    2    3    4    5    Don't know    Did not read

3. Is there any other information that you think it would be helpful to include in this guide? If so, please tell us.

4. Please tell us how clear and easy you found the guide to understand on a scale of 1 to 5, with 1 being 'not at all' and 5 being 'extremely'.

### Layout

1    2    3    4    5    Don't know

### Content

1    2    3    4    5    Don't know

5. Have you visited our website at [macmillan.org.uk/campaigns](http://macmillan.org.uk/campaigns) to find out more about our current campaigns?  Yes  No

6. Have you ordered or downloaded more free resources from [be.macmillan.org.uk/campaigns](http://be.macmillan.org.uk/campaigns)?  Yes  No

7. Have you used this guide to help you campaign locally?  
If  yes – what have you done? If  no – do you plan to?

If yes, what have you ordered/downloaded?

8. Do you have any other comments about our campaigning guide?

Thanks for taking the time to tell us what you think.  
Please return this questionnaire to

Freepost RSTZ-TZBB-GLKS  
Macmillan Cancer Support  
Campaigns team  
89 Albert Embankment,  
London SE1 7UQ

It's a freepost address, so you don't even need to use a stamp.