

Getting Your Voice Heard

Sue Tibballs OBE - CEO

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About SMK.

- We are a unique charity, focusing on campaigners
- Annual SMK Campaigner Awards
- Learning Programmes, workshops and events
- Promoting the rights of campaigners
- Guidance and good practice

What do we mean by 'campaign'?



ADVOCACY

Voice/representation



LOBBYING

direct attempts to influence
policy/legislation



CAMPAIGNING

mobilisation/pressure



Legal limits?

“To be a charity an organisation must be established for charitable purposes only, which are for the public benefit. An organisation will not be charitable if its purposes are political.” CC9

Who campaigns?:

Individuals



Who campaigns?:

Large charities



Current trends:

Digital campaigning



Current trends:

User engagement



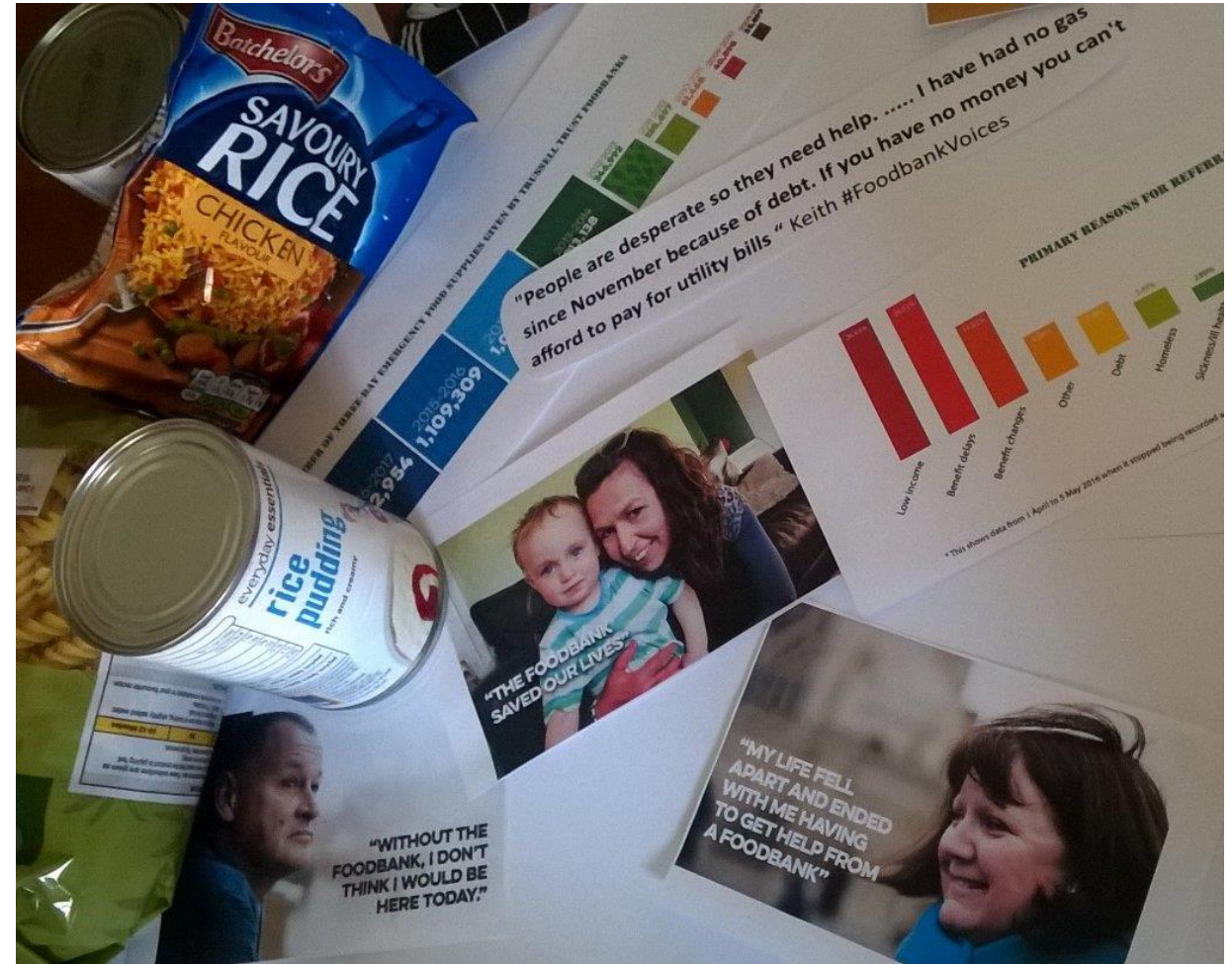
Current trends:

Creative campaigning



Current trends:

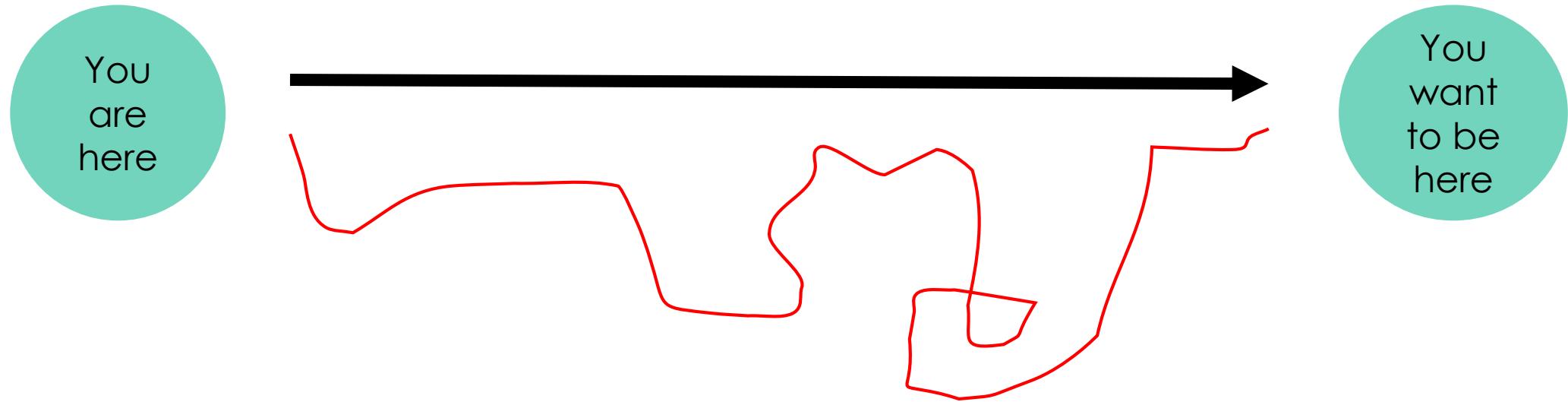
Collaborations



Campaigns that *inspire*.

What are
yours?

Campaign strategy.



Your campaign strategy is how you get there
in the straightest line possible

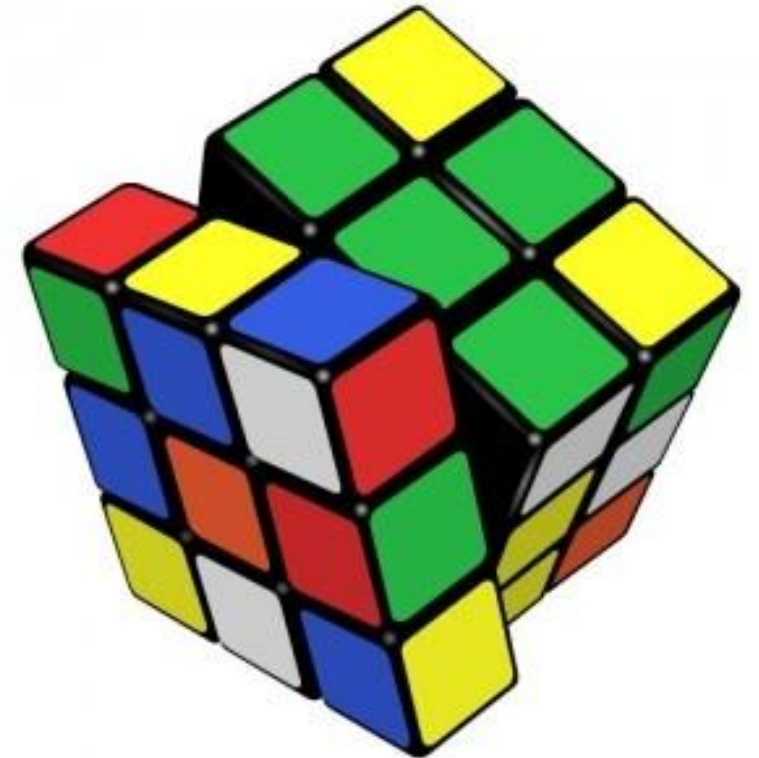
Campaign strategy.

- Issue
- Aim
- Objectives
- Audiences
- Messages
- Activities and timeline
- Monitoring and evaluation

The issue.

→ **What** is the problem?

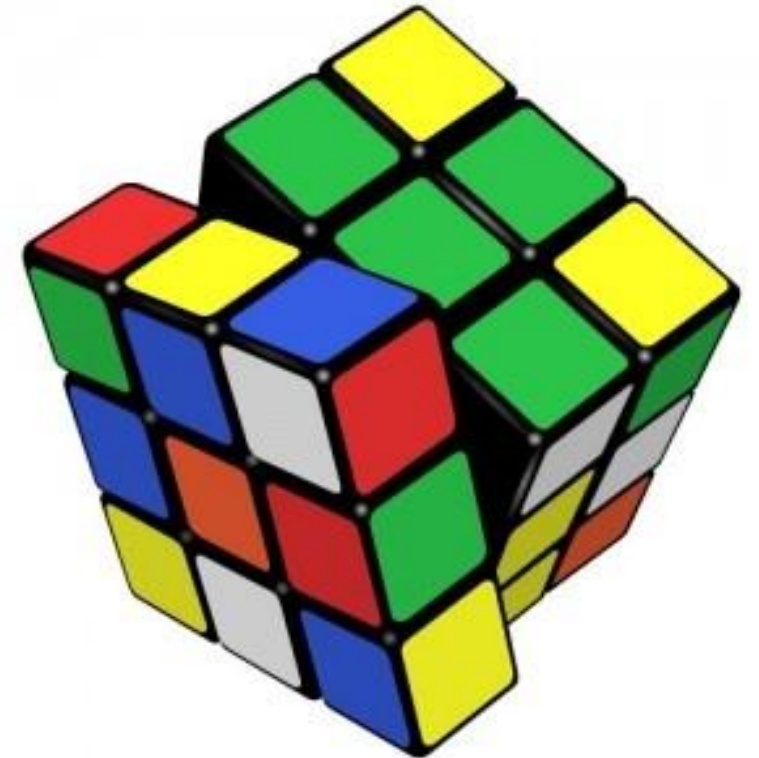
How do you **know** it is a problem?



The issue.

What is the problem?

→ How do you **know** it is a problem?



Aim.

- What is the intended **impact** of your campaign?
- A simple and compelling statement about what the future should look like e.g.
- Try to stick to one aim

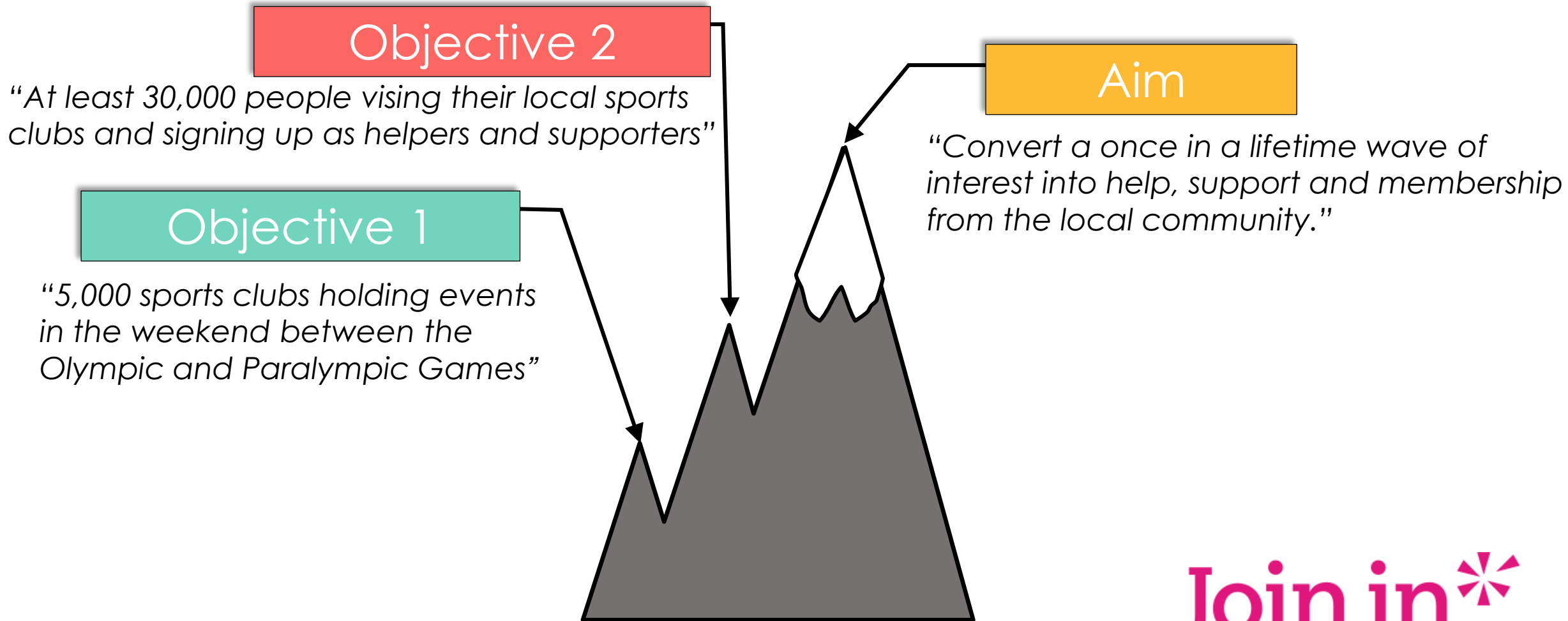
Make
poverty
history

Halve child
poverty in the
UK by 2018

Drop the
debt

debt

Objectives.



Join in*

Objectives.

Must be **SMART**

(Specific, Measurable, Achievable, Realistic, Time-bound)

Convert a once in a lifetime wave of interest into help, support and membership from the local community.

5,000 sports clubs holding events in the weekend between the Olympic and Paralympic Games

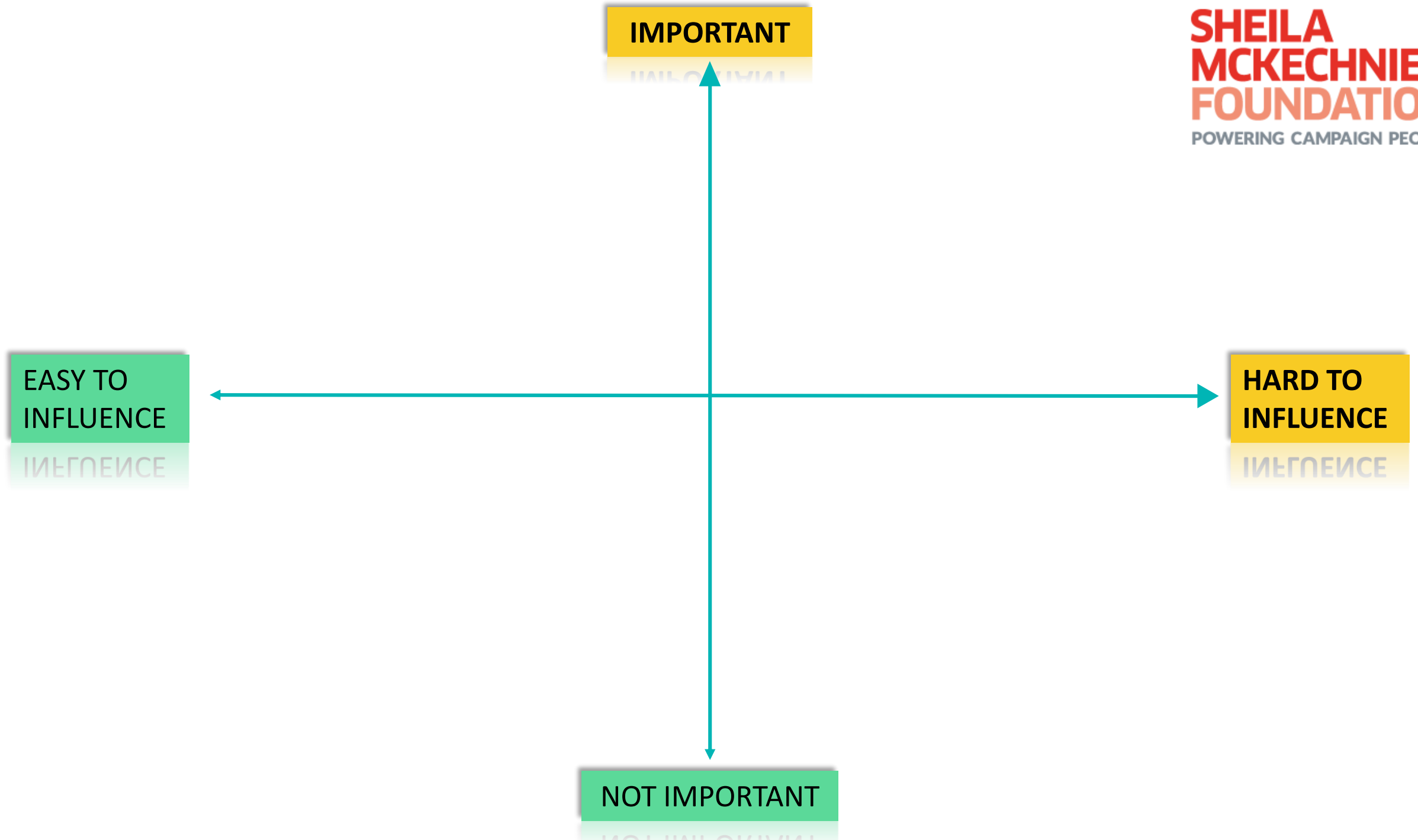
At least 30,000 people visiting their local sports clubs and signing up as helpers and supporters



Audiences

Audiences.

- Core audience: Who can make the **change** you want?
- Influencers: Who has **influence** on them?
- Who are your **allies**?
- Who are your **opponents**? How do they see things?

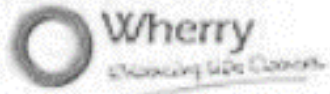


Messages

POWER
TO THE
PEOPLE







Room To Move Under-occupation Incentive Scheme





Keep it simple.

**SHEILA
MCKECHNIE
FOUNDATION**
POWERING CAMPAIGN PEOPLE

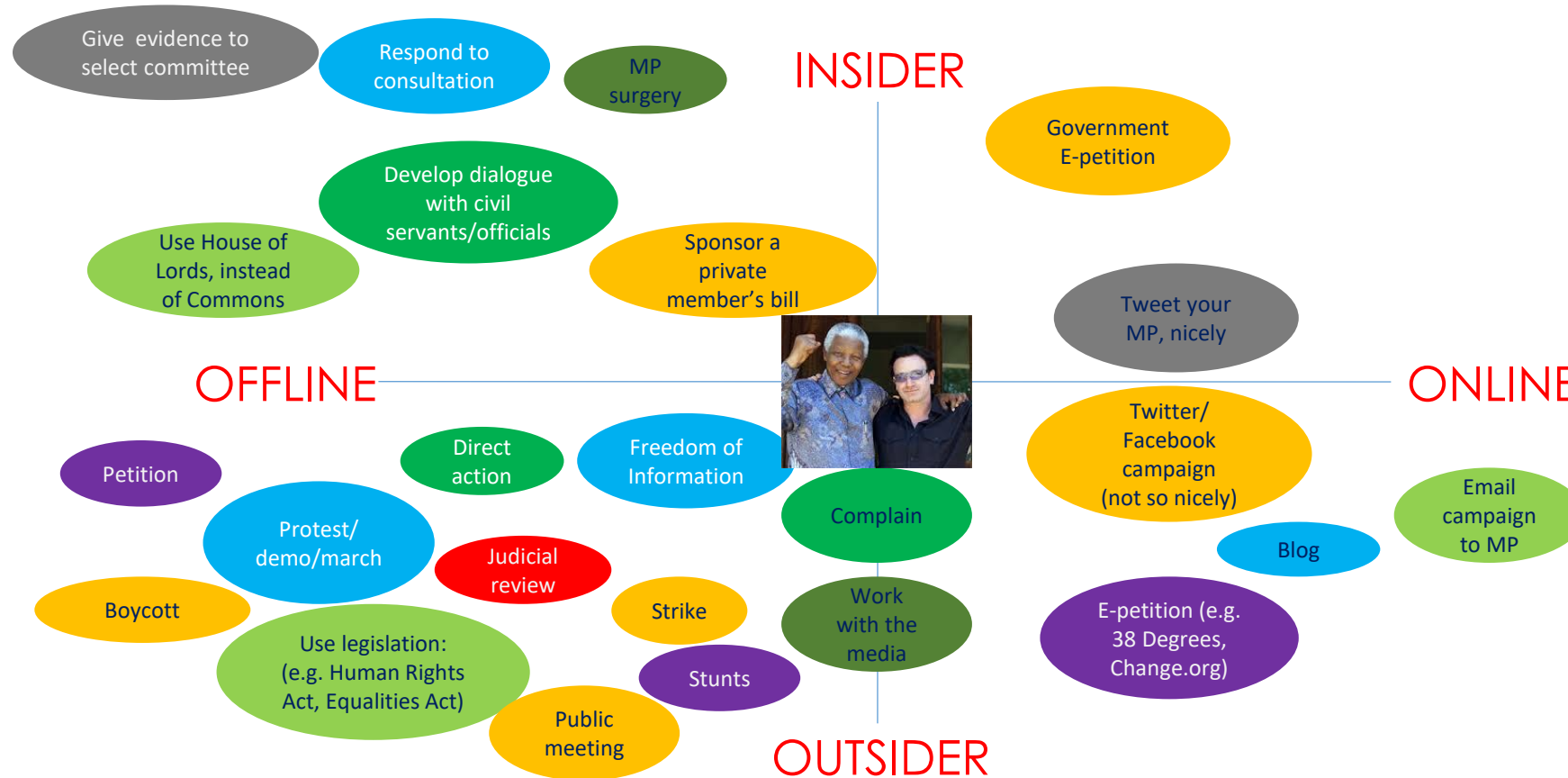


Timetable.

- Identify key dates and points of influence
- Have smaller goals
- Think about how planned activities work together for maximum impact
- Create or wait for 'political space'



Tactics



Working with the media.

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FOUNDATION**
POWERING CAMPAIGN PEOPLE



Supported by
**the
Tudortrust**

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Why the media is so important to campaigners.

- Provides an audience – in print and online
- Powerful voice
- Sets news agenda of the day
- Helps get other people on board – MPs, celebrities (reflected glory) etc



Characteristics of a news story.



INTERESTING

AMUSING

EDUCATING

SHOCKING

SURPRISING

ENTERTAINING

ENGAGING



How to meet a journalists needs.

- Know your elevator pitch
- Talk about human stories/ case studies
- Provide facts / figures to generate new angles
- Offer an exclusive
- Meet the deadlines - no excuses
- Provide high resolution pictures
- Be opinionated



Press release.



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FOUNDATION**
POWERING CAMPAIGN PEOPLE

For immediate release: [date]

(If you want the media to use the story as soon as they receive it)

or

Embargoed for: [time/date]

(This is a good way of giving journalists time to prepare and to ensure they don't use it until a specified time)

Headline

(Start with a snappy headline, but not too clever)

Photo opportunity: (What it is, where it is, when it is and contact details)

Paragraph 1: Summarise the story - who, what, where, when and why. All key information needs to be in this paragraph

Paragraph 2: Put in more details to flesh out the story you have outlined in the first paragraph

Paragraph 3: "Quotes from you or someone relevant to the story." Don't try to cram too many points into one quote – each quote should make one point

Paragraph 4: Extra relevant information

Ends

Notes for Editors

- Provide background information in case they run a longer story
- Outline what you have to offer: pictures, interviewees
- Outline any additional relevant information or facts and figures, but keep it short.

Contact Make sure you supply numbers where you can be reached day or night. This can make the difference between your story being covered or not

Name: [type name1] **Tel:** [type tel1] **Name:** [type name2] **Tel:** [type tel2]

[type your group name here] Local group

[type your group address here on one line separated by spaces]

Telephone [type fax no] Fax [type fax no] Email [type group email] Website [type wweb address]

The media as campaigners.

HILLSBOROUGH CAMPAIGN & LIVERPOOL ECHO

- Live **blogs**
- Used Twitter/Facebook to gather responses – **real** people/real time
- **Video** interviews
- **Published** the Taylor Report and the Independent panel report online in full
- **Published** section online with article for each of the 96 victims



Other content.

Media coverage is not just about news stories!

features

**comment
on articles**

**letters to
the editor**

Using social media.

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E-Petitions.

WHAT?

Several platforms...

UK Government and Parliament petitions site

Avaaz

38 Degrees

Change.org

WHAT WORKS?

Letters
and
petitions

Showing
strength
of
support.

Using
petitions for
publicity, but
now unlikely
to change
minds.

Why use social media.

- To reach more potential supporters
- Put pressure on campaign targets
- Gain media coverage
- Mobilise existing supporters
- Have you own voice



Three questions should tell you how and why you use social media.

- #1** Who do you want to **reach**?
- #2** What do you want people to **do** when you reach them?
- #3** What **resources** do you have?

➔ The answers will help you decide which platform to use...

Social media advice.

- Be as frequent as you can
- Evening and weekends are peak time
- Think about mobile devices
- Use visuals
- Measure engagement and conversion - do people share? Do they go to your website? Do they sign up?
- Keep your messages simple
- Think about why people engage with social media
- Consider advertising

ENGAGING WITH GOVERNMENT

A nighttime photograph of the Houses of Parliament and Big Ben in London, illuminated with warm lights. The buildings are reflected in the water in the foreground. The sky is a deep blue, and the overall scene is a classic view of the London skyline at dusk.

John Knights

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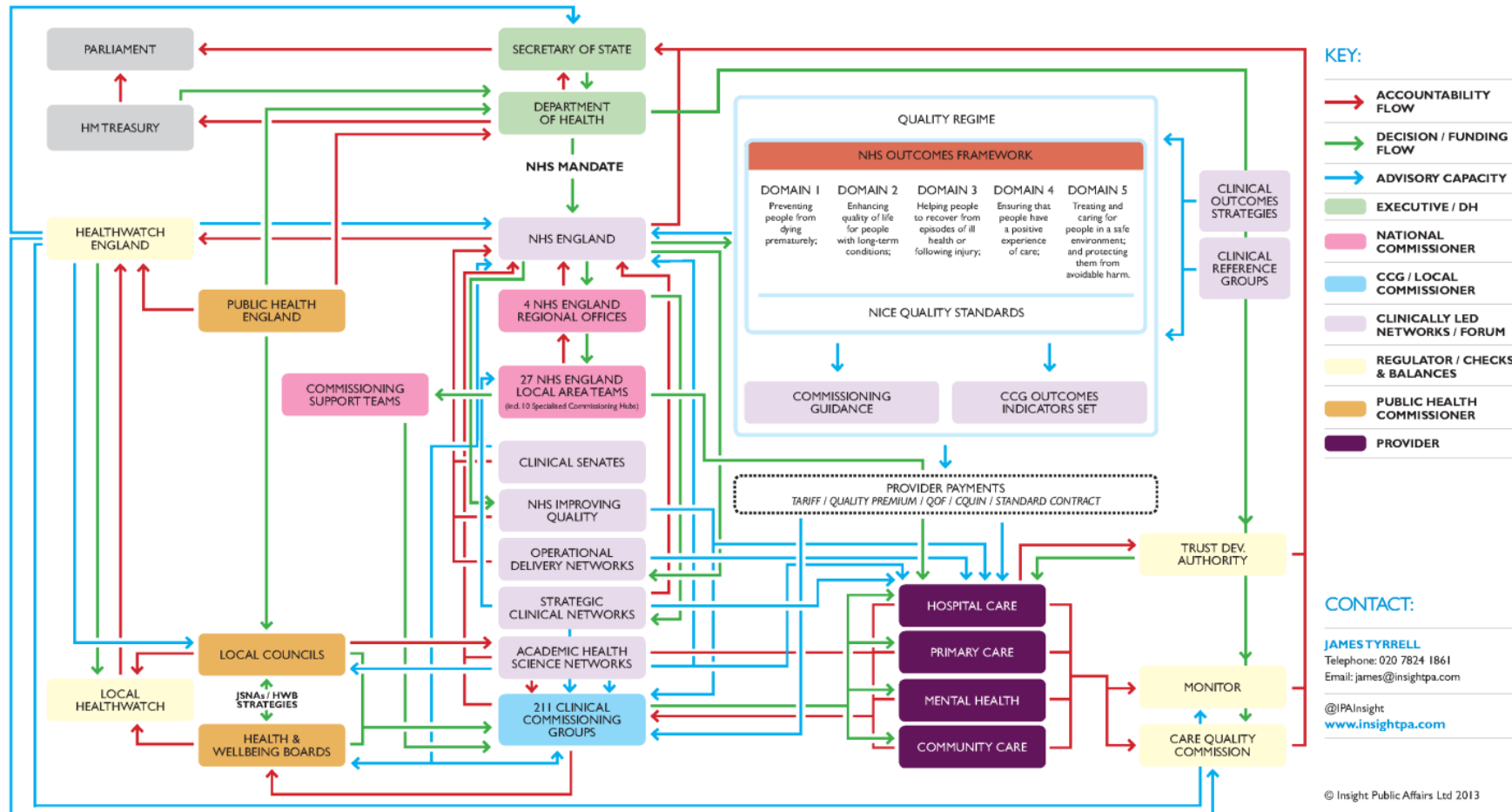
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Why engage?

- Pressure for changes
- Raise your profile
- Impact on policy
- Get information

Finding the right 'target'...

2013 NHS STRUCTURE



Finding the right 'target'.

- Political or Administrative issue?
- Go to the most senior person.
- Don't wait for a crisis or problem!

Before you approach.

- Think about Politics.
- Remember austerity effects everything.
- Research – what have they said.
- Framing - Use their language.
- Use new data or present old data in a new way.
- Compare to other areas.
- Think about how to make it easy for them to do what you want.

How to apply pressure.

- Council meetings – direct to councillors.
- Parliamentary Questions – via MP.
- Parliamentary debates – via MP.
- Petitions.
- Letter writing.

How to influence policy.

- Engaging with Ministers/ councillors.
- Engaging with officials.
- Consultations.
- Parliamentary bills – via MP and consultations.
- Select Committees.

If all else fails! **LEGAL OPTIONS**

- Localism Act – Right to Challenge and Right to Bid.
- Health and Social Care Act – Health watch.
- Social Value Act – For commissioning.
- Equality and Human Rights Legislation - public sector Equality Duty.
- Freedom of Information Act.
- Judicial Review – Needs a lawyer.

Tips

Engage with your MP/ councilor, be locally relevant and well researched

1 Personal letter = 100 petition signatures.

Go to events where decision makers are and engage with them

Be constructive and provide viable alternatives (when you can)

- Contact details for MP or Lords - bit.ly/parlmps
- Research on MPs - www.theyworkforyou.com/
- Government consultations – bit.ly/1Ldipm3
- Library - www.parliament.uk/commons-library
- Select committees – bit.ly/parlselect
- Legislation - www.parliament.uk/business/bills-and-legislation/
- Change.org- www.change.org
- Freedom of Information - www.whatdotheyknow.com

HOW TO WIN CAMPAIGNS

Communications for Change

"The definitive guide to the campaigner's arts, a magisterial A to Z of how to win hearts and minds."
Alex Kirby, BBC



CHRIS ROSE
SECOND EDITION

