

Effective Campaigning

The art of changing what is possible.

Matt Turner, Chair of Cycle Sheffield

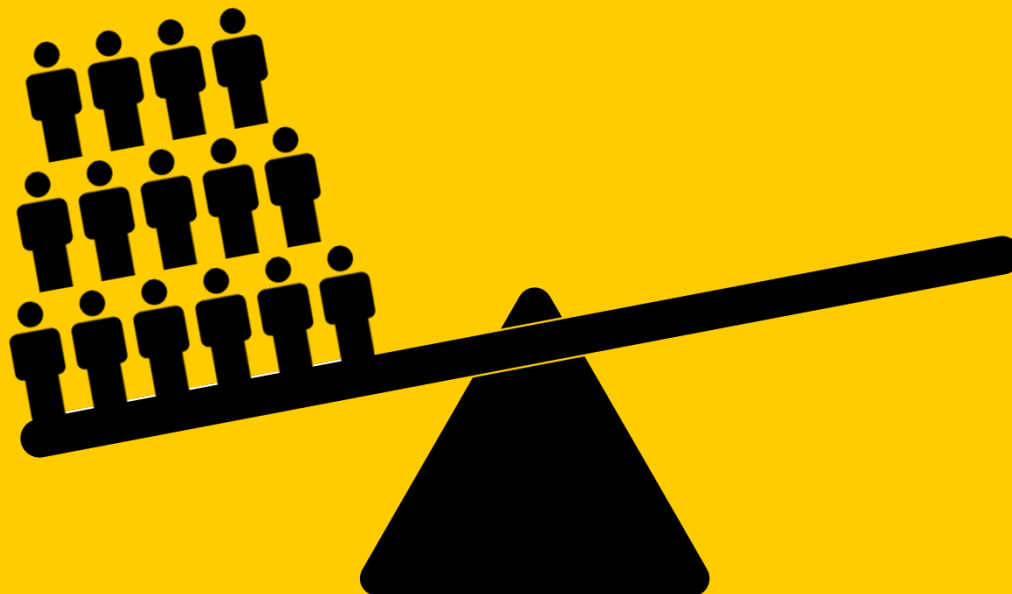


**Cycle
Sheffield**

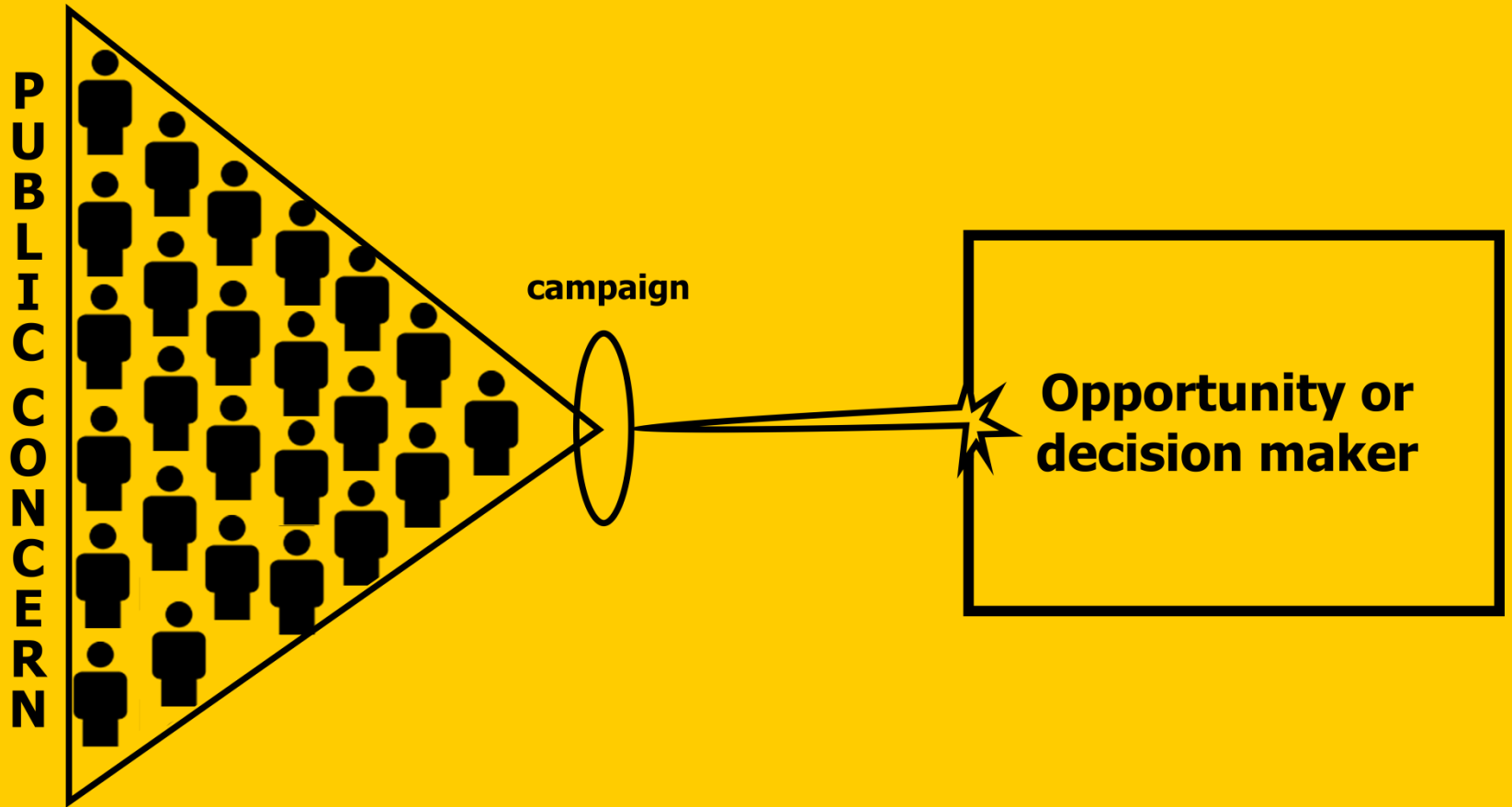
What is a campaign?

- Harnessing a collective will and effort as an engine of change for public benefit.
- Needs public support.

Influence



Lack of influence



Do you need to campaign?

- Has 'business as usual' failed?
 - Asking politely
 - Through quiet lobbying
 - Through politics?
- Campaigning is about **changing what is possible.**

Analyse the forces

- **Why** hasn't the change happened already?
- **Who** is involved? Organisations, groups, individuals.
- **How?** What's the mechanism for the decision you want to change.
- Map it out.

Finding your audience

- A big enough group of people to **act**.
- Think about the issues that will get your campaign **mass support**.
- These may not be the issues you **expect**!
- Find the piece of that issue that is **unacceptable** to a big enough group of people.

A campaign where only cyclists are motivated to act is probably not big enough.



The 4 campaign stages

1. Your audience are ignorant. Make them **interested** and **concerned**
2. Turn this into **anger**
3. Give them a way to **act**
4. Satisfaction and reward

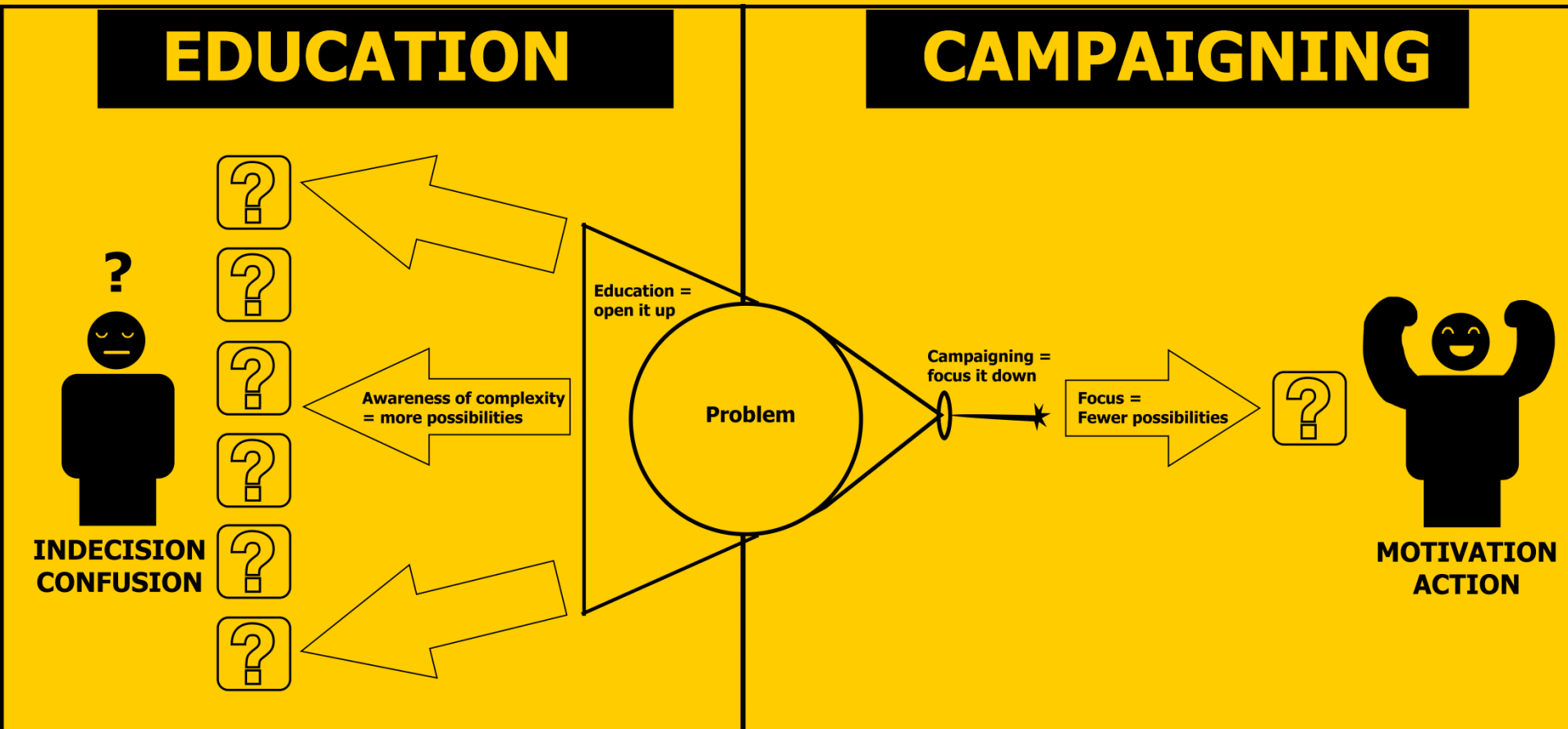


Motivation not education

- **Campaigning** – lowering the barriers to taking action.
- **Education** – higher understanding, a broadening exercise.

Ever get the sense that you're just circling and **exploring the issue** rather than changing it?

Maximise the **motivation** of your audience, not their knowledge.



Keep it simple

- **One message.**
- **Urgent** problem that must be made public to resolve.
- **Motivate** by keeping it simple.
- A '**call to action**' that needs no explanation.
- The issue is complex, but your campaign must not be.
- Communicate the **problem**, the **solution**, the **opportunity**.

IF YOU FIND A FIRE

- 1. Raise the alarm**
- 2. Go immediately to the place of safety**
- 3. Call the fire brigade**

Prompts specific action.

IF YOU FIND A FIRE

- 1. Network with your neighbours**
- 2. Explain the issues and the processes of ignition, fuel effects, oxidation and ion plasmas, and address the social and economic justice dimensions**
- 3. Educate decision-makers regarding the establishment of an adequately resourced fire brigade and fire-prevention culture, and ask your neighbours to join in.**

Education not motivation.

Invites reflection and discussion.

Issue as a whole - not specific action.

Both of these cover the same issue.
Only one will result in specific timely action being taken.

IF YOU FIND A FIRE

- 1. Raise the alarm**
- 2. Go immediately to the place of safety**
- 3. Call the fire brigade**

IF YOU FIND A FIRE

- 1. Network with your neighbours**
- 2. Explain the issues and the processes of ignition, fuel effects, oxidation and ion plasmas, and address the social and economic justice dimensions**
- 3. Educate decision-makers regarding the establishment of an adequately resourced fire brigade and fire-prevention culture, and ask your neighbours to join in.**

Make real things happen

- Events drive awareness and engagement.
- News is about things that **happen**. Not ideas or concepts.
- What is the verb? Starting, publishing, blocking, rescuing, occupying, marching, lobbying.

Communicate in pictures

- Events generate pictures.
- Invite a photographer, ask them to tell the story.
- If you can't take a photo of it, there's no campaign, no activity, no objective, no campaign to join in with, report or support.



'David & Goliath'

Small and good
VS big and bad

GREENPEACE



Hannah Rose
@Rilish



Follow

@ForgePress #Sheffield Muslims conduct afternoon prayer within police kettle on West Street #edl #multiculturalism

**Pictures are far more
powerful than words.
Good ones tell the story and
the best need no caption.**



Problem

Victim

Perpetrator

Action generates pictures

Example: Campaign to reinstate free travel for Yorkshire pensioners

- Meet with local transport body?
- Write to local politicians?
- Discuss the problem?
- Seek people's opinions?

You cannot capture these things in a photo in an engaging way.



Credit: Socialist Worker



Credit: Sheffield Telegraph



Righteous battle

Credit: Socialist Worker



Victims of injustice

Credit: The Guardian

Images can make you question your preconceptions.



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

How to Win Campaigns by Chris Rose

"Chris Rose is an environmental campaigner and communications consultant...."

He has worked for Greenpeace, Friends of the Earth, WWF International and a host of other organisations on issues from drugs strategy to fear of crime."



Effective Campaigning
The art of changing what is possible.

@cyclesheffield