

What Is Campaigning

Chapter 1

Campaigning, is about **achieving change, changing people's attitudes and making clear, what you want done, why it needs to be done and who you want to do it.**

A quick example of this would be...



I want: all bars & clubs in Liverpool city centre to be accessible to wheelchair users.

Why it needs doing: because not all bars are accessible **and that's not fair because people can't go to the same places as those people who don't use a wheelchair.**

Who you want to do it: the local council who can take action and tell any bar not providing good access that if **it doesn't improve this they will remove their licence to sell alcohol.**

Your campaign can take many forms and methods of getting your point across.

Activities that count as campaigning



Placard – A placard is a big sign with a picture or a few words. It is held up by people who are campaigning- normally in a group. It is very easy to see so that passers-**by can see what you're campaigning about.**



Placards can contain memorable slogans- for instance the anti-cuts group 'Disabled People Against Cuts' **carry banners with the slogan 'Rights Not Charity'**



A Rally – **This unfortunately isn't cars skidding round the countryside!** A rally is where lots of people meet in the same place to hear people speak about the campaign. There is often a stage.

A March- is like a rally except instead of standing still, everyone walks around (often holding placards). It is a traditional way of campaigning and a good way to show how many people agree with the campaign.

Complaint Letter/ Email –

If you're not happy with a shop, something you've bought or a person working somewhere, you can make a complaint either to Customer Services, either in person, by letter or email. This is a form of campaigning, because you are asking the shop to change the way they do things.

What happened when I wrote to complain:

YOUR M&S



Last year I complained to Marks & Spencer explaining that their Chocolate Buttons had got smaller, but they were more expensive **and weren't** always available in the shop! So, I decided to email them and tell them all about it.

The result was they emailed me back promising to increase the size of packets of Chocolate Buttons as well as a check on their price and availability.

My complaint had made a difference as the bag of sweets were now stocked in store and in a bigger sized bag at a lower price! The complaint had made a difference, whilst Marks & Spencer sent me a £10 voucher because they appreciated my feedback so much.

A Petition is a piece of paper with a request to change something. It is given to the person who has the power to make the change that is requested. People who want the change to be made all sign the petition. Sometimes a petition has hundreds of thousands of signatures and is thousands of pages long!



“Pats Petition” is an example of an online petition. It is a request to ask the Government to look again at cuts to disabled **people’s** money and services.

If you want to sign it too, go to this website:

<http://epetitions.direct.gov.uk/petitions/20968>



A Speech – People may want to get heard and bring attention **to what they’re** concerned about. Normally a speech is made to lots of people at a rally or an event.



Completed Letter Template – this is a letter which is already written by someone else campaigning about the issue. It explains the campaign clearly so all you have to do is add your own name and send it to the relevant person. Sending a completed letter or signing a petition is an easy way to get involved with campaigning.

Creative ways of campaigning

Street Play – UK Uncut is an organisation campaigning against cuts to **public services and people who don’t pay their taxes**. They sometimes use street plays which encourage people to watch and learn about the issues their trying to change and campaign about!



Publicity Stunt is something that brings public attention to an issue and is carried out by people in a physical, visible form to create news and publicity. They are often loud too! The campaign group Fathers 4 Justice are famous for dressing as superheroes and climbing on buildings.

Using Social Media

Social media can be used to reach a lot of people for free- all you need is the internet and a profile on the site you want to use.



Twitter – using something called a hash tag (#) people can write a short message called a ‘Tweet’, on Twitter about an issue e.g. #learningdisability. If lots of people



use the same phrase in their tweets, it starts to become a **'trend'**. This means that thousands of people see messages about the issue, and those people who want to find out more can read all the different tweets with the same hashtag.



If you agree with what somebody else has said, you can **'Retweet'** their message. This means that all the people who follow you on twitter, can also see the message. **The Spartacus Report** was about the proposed changes to Disability Living Allowance (DLA). People started to mention it on twitter and it became a huge trend. #spartacusreport



The result was many Newspapers, TV Stations and even Members of the House of Lords became aware of the report and either covered it in their News Bulletins or actively quoted It in their speeches when the Welfare Reform Bill was debated! This was extremely effective as big selling newspapers and some of the most powerful politicians became aware of the views and concerns of ordinary disabled people



Facebook-The Wispa Facebook Campaign –was created **to persuade Cadbury's to bring back their 'Wispa'** Chocolate Bar. It started in 2003 and so many people **'liked the page that** Cadbury were persuaded to reinstate Wispa. Today the Facebook page has **1,800,000 'Likes'**

Using Pictures



Taking Photographs A picture often speaks a thousand words and can get attention and provoke action. For example, there was lots of news coverage and protests



when some children were photographed armed with guns to fight in wars.



Filming Video- Protestors record on film their protests as it can be then passed onto news agencies and potentially shown on TV.

How Long Does A Campaign Last?



The **main thing is don't give up!**

But generally a campaign starts when someone raises the issue and finishes when there satisfied either change has happened or cannot be achieved.

Persistence and planning are important with a Campaign. However setting out what you want to achieve in the short term and by when can be useful and what steps to achieve this and when.

Examples of a Short Campaign

Protestors campaign against government unpaid work experience schemes in supermarkets

Protestors occupied and petitioned customers in the supermarkets, forcing the Government to withdraw the rule that unemployed jobseekers had no right to refuse an offer of a work experience scheme. The campaign lasted two weeks before the Government gave in

Examples of a Long Term Campaign



The apartheid was a system of legal racial segregation by the government in South Africa between 1948 and 1994. Apartheid meant black and white people were kept separate in bars, toilets, restaurants and many other places. Black people did not have the same rights as the white people



Nelson Mandela became famous for leading campaigns against the South African Government- some of these were violent. The South African Government punished and imprisoned him for 27 years. Following his release from prison on 11 February 1990, Mandela led his party in the negotiations that led to the establishment of democracy in 1994 and became the president.

Who Campaigns?

Individuals- One person campaigning alone.



Diane Blood campaigned to change the law. Diane was fighting to be allowed to use her dead **husband's** sperm to become pregnant.

After being rejected by the NHS she appealed to a Court and won, with a lot of help and support from the Press.

A Group- More than one person campaigning together.

Often groups have names but usually are made up by ordinary people without lots of money or paid staff.



Disabled People Against Cuts' (DPAC for Short)

At a time where Government are making cut backs, some believed that too many were falling on Disabled people.

Some Disabled People organised themselves together into a group and DPAC was formed.

DPAC has held National Conferences and protested outside Parliament against Government Cuts.

DPAC's fight brought the cutbacks on Disabled people's money to the wider public's attention.

An Organisation- A bigger group of people formed with the purpose of fighting on one or several particular issues. Campaign Organisations often have full time staff and campaigns teams, offices, more money and better and closer Government relations.



Amnesty International

Amnesty International is concerned with the protection of peoples Human Rights worldwide and acts strongly against any abuse of them committed in any country.

Websites to look at for more information

A definition of campaigning by Unison

<http://www.unison.org.uk/acrobat/19308.pdf>

Pats Petition- to add your name to the petition or see an example of an online petition, visit this website: <http://epetitions.direct.gov.uk/petitions/20968-pats-petition>

The person in this YouTube clip is making a speech about discrimination against disabled people and lack of employment opportunities.

<http://www.youtube.com/watch?v=ZqHZP92o14w> –

This is an example of a completed letter template by Campaign Against Arms Trade

<http://act.caat.org.uk/lobby/60>

Publicity Stunt- Campaign Against Arms Trade hold a public trial

<http://www.youtube.com/watch?v=NJn59T-nw8w>

Twitter www.twitter.com

Spartacus Report http://www.ekklesia.co.uk/files/response_to_proposed_dla_reforms.pdf

Click the link to see a protest being filmed by a campaigner in Tesco's

http://www.youtube.com/watch?v=V_EZeEZpna8

Protestors Campaign Against Government Unpaid Work Experience Schemes In Supermarkets <http://www.bbc.co.uk/news/uk-politics-17200688>

The Wispa Facebook Campaign <https://www.facebook.com/wispa#!/wispa>

Diane **Blood's Campaign** <http://www.independent.co.uk/news/uk/crime/at-last-diane-blood-can-put-the-name-of-her-husband-on-sons-birth-certificate-710510.html>

Disabled People Against Cuts <http://www.dpac.uk.net/about/>

Amnesty International <http://amnesty.org.uk/>