



**Friends of  
the Earth**

# How to: celebrate and share your successes

Campaigning can be a tough old business, and it's important to make time to reflect on your achievements, celebrate your successes and spread the word about your good work. Activist Information Officer **Naomi Hunt** and Local Groups Development Co-ordinator **Nikki Packham** share some examples of what other groups have done to shout their successes from the rooftops

Local Groups have been extremely busy pulling out all the stops for The Big Ask – our biggest campaign ever – and it's paid off. The Climate Bill was announced in the Queen's Speech on 15 November, and this is why:

**81**

Local Group members took part in The Big Ask Day of Action June 2006

**613**

(or nearly all - depends on how you look at it) MPs were lobbied during the BABMBL

**1,357**

Pledged Lobbyists

**46**

Big Ask Public meetings were held

**100,000**

(and counting) people took action on The Big Ask campaign

**412**

MPs signed EDM 178, making it the **4th most popular EDM** since 1939 (and two of those had Government support)

We held our very own celebration to mark the end of The Big Ask Big Month Big Lobby in London, the same evening that the possibility of a Climate Bill was headline news. Camden Friends of the Earth's Joe Campbell was there: "It's amazing to reach a huge goal which we know has required so many individual campaigning activities, and in spite of often hearing that the work would have no effect! Such a major step shows what can be achieved and how far we can continue to go. It is really important to take a step back and see the bigger – and very positive – picture of what we do, to gather motivation."

# Spreading the word...


There are loads of ways you can publicise your success and activities. Here's just a few of the many ways you can blow your own trumpet

## ★ Tell the world

Campaign successes are something that should be shouted from the rooftops. The local media is a great way of promoting an event or a story, not only beforehand but after it's happened as well. So put pen to paper to create a follow-up press release detailing all your achievements and don't forget the colourful photographs.

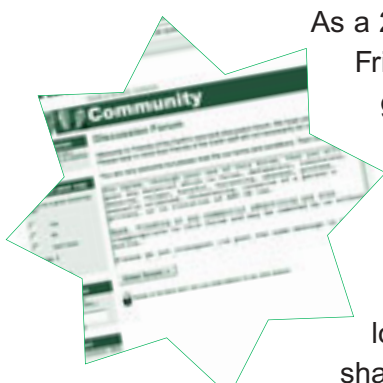
A website is another great way to tell the public about what the group's been up to. South Bedfordshire Friends of the Earth have a special section on their site for news of previous actions where they post pictures and write-ups of recent events: <http://www.southbedsfoe.co.uk/>

To publicise their recent achievement, Monmouth and District Friends of the Earth posted a picture and write-up of their successful initiation of a local farmers' market on the front page of their website: <http://www.monmouthshiregreenweb.co.uk/madfoe/index.html>



Yum yum: thriving farmers' market in Monmouth, thanks to the local group

## ★ Tap into the activist network



As a 200+ strong network of Friends of the Earth local groups, you have fantastic experience on a range of campaigns and issues.

Now is the time to get networking, so log on to the local group activity table and share your successes and tips by updating the table on Community. Or browse

through and see what ideas you can pick up from other groups. For easy navigation you can sort this data to find out what's going on with groups in your local region or which groups have


been active on a particular issue. We use this information to put groups in touch with others who may benefit from sharing their skills and experience. It's also a good way to get your group news considered for publication in Local Heroes in *Change your world*.

If you haven't been on the discussion forum for a while, why not get chatting to your fellow activists. The forum has been merged with the one from the Living website, creating a lot more traffic, which should make it more vibrant.

But don't worry, there's still life outside cyber space and to make the most of it, why not organise a joint social event?



## ★ Tell your members



A newsletter allows everyone to celebrate your achievements and inspire some of your less active members to get involved. Even for those local group members who have taken part, it's important to be reminded of successes.

Keep a scrap book with photos and press cuttings of your actions, which provides a great resource to show new members of the group. It's also a good reminder for long term members of everything the group has achieved over the years.



“At North Tyneside we have photos and press cuttings plus replies from MPs, which all get put into a book for the group.”

Stephen Wedderburn,  
North Tyneside Friends of  
the Earth

## ★ Pat yourselves on the back



Recognising and celebrating success with your group is a practical way to increase group members' motivation and highlight the difference their commitment really makes. A social event is a great way to mark a group anniversary or a period of intense activity.

Muswell Hill and Hornsey Friends of the Earth recently welcomed group members from past and present to their 20th birthday party, which included a display of the group's campaigning memorabilia over the years. The Bannside group also recognised their many achievements over the years with a get-together, with a birthday cake to celebrate 21 years of campaigning.

Meanwhile Hammersmith and Fulham recently celebrated its 25th anniversary. The group has been consistently active and forged a high profile for environmental campaigning in the borough. A birthday party was held in November, complete with organic refreshments, a guest speaker from national Friends of the Earth and a display of posters produced for the occasion by local primary school children.

**Hip hip hooray:** Muswell Hill and Hornsey local group celebrates their 20th birthday party

## There are a variety of resources available to help you in celebrating and promoting the good work you've achieved. A selection of these is listed below

★ A great way of sharing your achievements with staff and other local groups is through the Local Group Activity Table on community: [http://community.foe.co.uk/local\\_groups/activities/](http://community.foe.co.uk/local_groups/activities/)

Contact the Activist Information Officer on 020 7566 1677 or [localgroups@foe.co.uk](mailto:localgroups@foe.co.uk) for the password.

★ We have templates available to download for local group newsletters and press releases to spread the word in your local community. Check these out at: [http://community.foe.co.uk/local\\_groups/running\\_your\\_own/resource/publicity/index.html](http://community.foe.co.uk/local_groups/running_your_own/resource/publicity/index.html)

★ Writing to the Letters to the Editor page of your local paper is a great way to spread the word and get some debate going on a variety of issues. For more tips visit: [http://community.foe.co.uk/resource/how\\_tos/cyw\\_60\\_letter\\_in\\_paper.pdf](http://community.foe.co.uk/resource/how_tos/cyw_60_letter_in_paper.pdf)

★ We've recently merged the Living and Community forums together, so now you can log on and chat, share news and ideas with local group members and the wider community at large - a great place to share tips and ideas on campaigning: [http://community.foe.co.uk/quote\\_unquote/](http://community.foe.co.uk/quote_unquote/)

## Reasons to be cheerful...

There are lots of times in the development of your group and campaigns that may be good points to stop and reflect on your achievements... here's just a few ideas...

- \* Birthdays
- \* Campaign successes
- \* Welcoming your 50th new group member
- \* Reaching a target number of postcard signatures
- \* Recognising a period of commitment from your Co-ordinator
- \* Hitting a fundraising target
- \* Lobbying your MP
- \* AGM