

What makes an effective campaigning team?

Intro:

Campaigns as the *raison d'être* of Friends of the Earth groups, a key reason people join, a key reason for wanting to develop them into an effective team. But also can be a key ingredient in *building* a strong team.

Thinking together about the key factors in making campaigning a team activity, you'll then work in pairs on coming up with ways of to ensure those factors are present in your campaigns. The processes we'll use are brainstorming => prioritising => small group work => large group work can be a really useful one for you to try out with your group.

Method: Brainstorm

- Sharing knowledge/information
- Common goals/ agreement over campaign
- SMART objectives (specific, measurable, achievable, realistic, timetable)
- Tasks being shared
- Learning
- Having fun
- Different ways to contribute
- Making use of different people's skills
- Developing people's skills
- No one person getting burnt out/ overstressed
- Getting the jobs done on time
- Positivity
- Contingency plans
- Ongoing recruitment plan
- Congruency (talk the talk, walk the walk)

Key ingredients for effective campaigning teams

Group one:

What characteristics of a campaigning team are you thinking about?

- Getting people to contribute
- Using different skills
- Variety of actions

What obstacles/problems in a group might you have to work on in order to develop this characteristic?

- An appreciation of personalities and motivations.
- Clarity of action and the ability to break it into tasks suitable for members.
- Shielding/mentoring/hand holding.
- Empowerment.
- Maintaining enthusiasm outside meetings.
- Database of skills and resources.
- Knowledge of individual commitment.
- The group's external communications through meetings and other fora.

What steps could you use to promote this characteristic?

- External forum/discussion groups with focus and a moderator.
- Set up databases for skills and resources (updated quarterly).
- Create sub groups for working on different issues.
- Bite sized tasks for people to do.
- Designate a meet and greet newcomers and someone to support them while they are getting used to being in the group.

Could any of the meeting tools we talked about this morning help? Which?

- Some of the tools have been useful.

Key ingredients for effective campaigning teams

Group two:

What characteristics of a campaigning team are you thinking about?

- SMART objectives (Specific, Measurable, Achievable, Realistic, Time)
 - Realistic aims & goals
 - Milestones

What obstacles/problems in a group might you have to work on in order to develop this characteristic?

- One person does all the planning.
- Lack of achievable goals.
- Not curbing enthusiasm by being too realistic.
- Lack of dedicated campaigns
- Enough meetings
- Is there enough responsibility for all?
- Lack of context for one off activities
- Emails are not a substitute for face-to-face contact.
- Not enough consensus.

What steps could you use to promote this characteristic?

- Make goals achievable.
- Translate the value of actions.
- Dedicated campaigners group discussions.
- Break down the campaign into tasks for everyone.
- One off planning meetings (separate from main meeting).
- Match people to their enthusiasm/motivations.
- Making enthusiasm into practical actions.

Could any of the meeting tools we talked about this morning help? Which?

- Agenda
 - needs to be followed
 - limit the number of items
 - Clearly recorded actions
- Someone taking minutes of actions
- Brainstorming and Go round (device for shortening debate and getting ideas).

Key ingredients for effective campaigning teams

Group three:

What characteristics of a campaigning team are you thinking about?

- Positivity
- Enthusiasm
- Having fun

What obstacles/problems in a group might you have to work on in order to develop this characteristic?

- Negativity
- Mental and physical tiredness after work
- Group has to be organised and structured.
- Delegating tasks
- Human characteristics.

What steps could you use to promote this characteristic?

- Smart objectives.
- Don't become de-motivated by set backs.
- Social activities i.e. picnic, walk, inclusive fun activities.
- Courage and conviction

Could any of the meeting tools we talked about this morning help? Which?

- Brainstorming, Go-round, all the meeting tools (minutes, agenda)