

MY WORLD MY HOME



**Friends of
the Earth**



ACTION



INCLUSIVE CAMPAIGNING

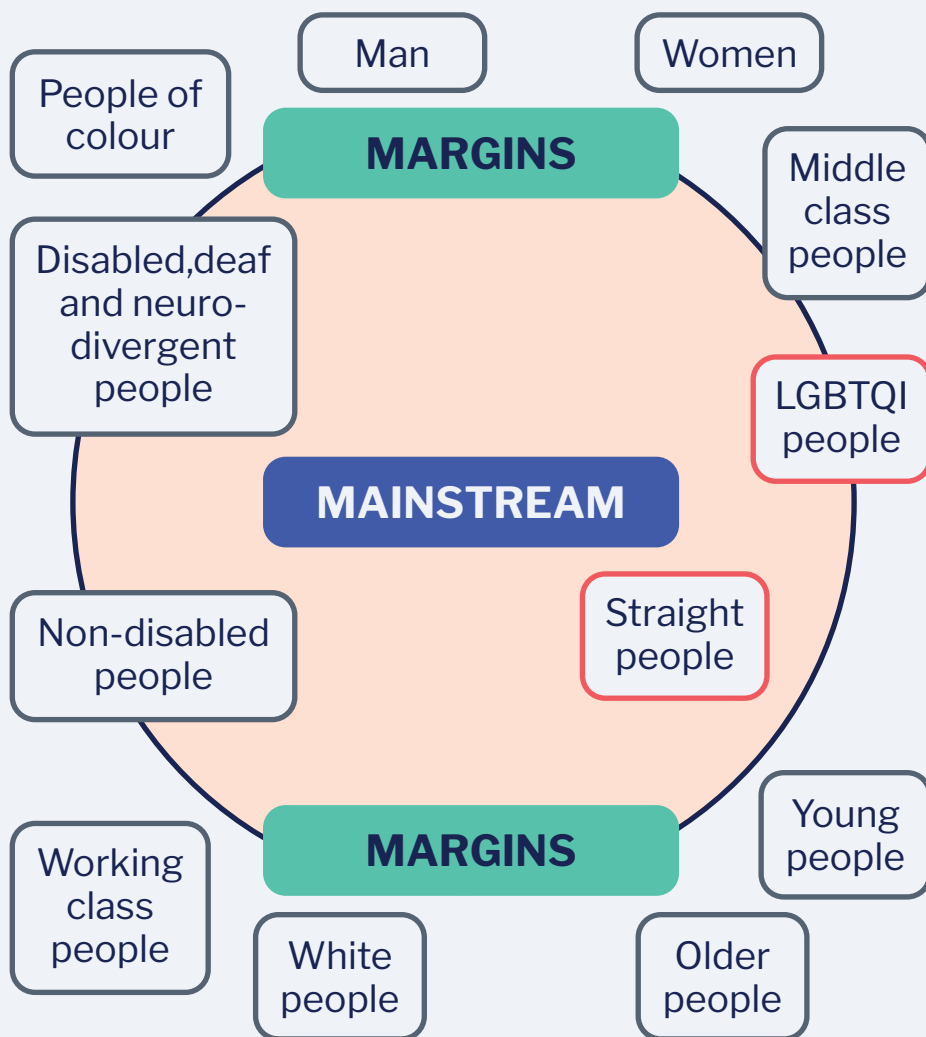
Inclusion is about bringing everyone in and making the necessary adjustments that will let everyone participate. This means identifying barriers different groups face to taking part and working as a campaign team to remove those obstacles. Inclusion isn't just about being nice to everyone – it's about taking active steps to ensure all are truly able to take part and contribute. This will make your campaign group even stronger because of its diversity of thinking and experience.

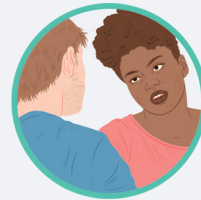


MAINSTREAMS/MARGINS DIAGRAM

Help your campaign become more inclusive by thinking about your group's 'mainstreams' i.e. your 'norms' or majority behaviour or people, and what or who are more on the 'margins' (or edge).

Finish off the circle below based on your group.





TACTICS

Tactics are actions that you take to get a reaction from your campaign target and will lead to the achievement of your aim. Each of these tactics will lead to a smaller objective, which will together lead to your campaign aim.



WHICH OF THESE TACTICS WOULD YOU CONSIDER FOR YOUR CAMPAIGN?



Tick the ones that you would like to use!



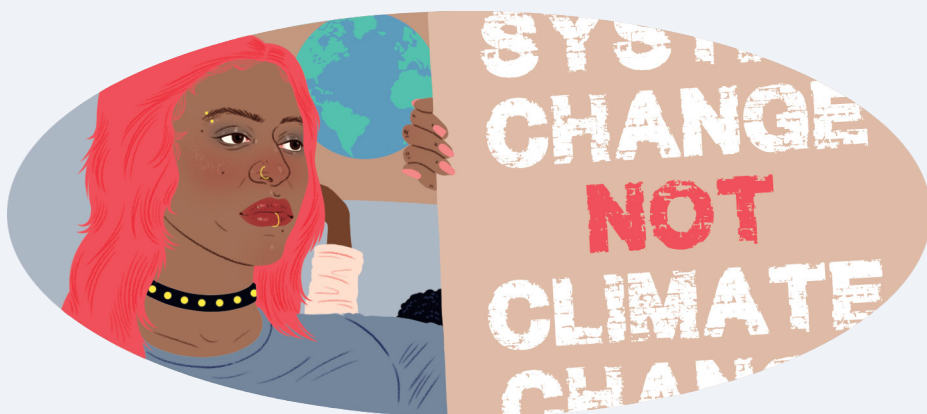
- ☐ **Collecting petition signatures** is a good opportunity to discuss your campaign with people in your community, raising awareness and building relationships with people you talk to. Having lots of signatures can help to show your negotiation target that you have support from a large number of people.
- ☐ A **protest** is another good opportunity to show your negotiation target that you're serious. It can be creative and a lot of fun!
- ☐ A **film-screening, presentation or talk in assembly** are ways to explain your campaign to people and to build connections. Make sure you tell people how to get involved or contribute – what will the reaction be that you want from this action?
- ☐ An **interactive creative** action could be a short film featuring people from your college or a thought-provoking **sculpture** made out of rubbish.



WRITE ANY OTHER TACTICS THAT
YOU CAN THINK OF HERE:

☐

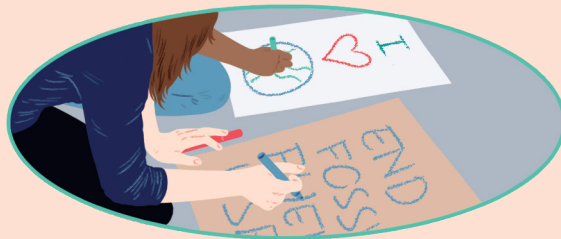
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Whatever you plan, remember: you're trying to get reactions out of those who will support your campaign or give you what you want. Your tactics should help you achieve your SMART objectives.

ACTION PLANNING

Taking action should be fun, empowering and help you build your power. The tactics you've chosen will help decide what sort of actions you plan. What role do you want to take in planning the action?



CREATIVE MAKERS

Before the action you may want to make signs, posters or sculptures. Some people will need to make these in advance.



ACTION FACILITATOR

You might want one or two people to have an overview of where everyone and everything is.



PROMOTERS

Will help to get people to the action, perhaps by sending social media messages, sharing a promotional poster or handing out leaflets.



PROP HOLDERS

Will hold banners, hand out leaflets, or maybe even dress up in silly costumes?!



ENGAGERS

The people who want to speak with other students or members of the public and engage them in the action.

EVALUATING AN ACTION

Evaluating each action will give you lots of tips and feedback about what you did well and what you could do differently next time. This information helps with planning future actions.

COMPLETE THE ACTIVITY ABOUT YOUR ACTION:

WHAT WENT WELL?

[illegible]

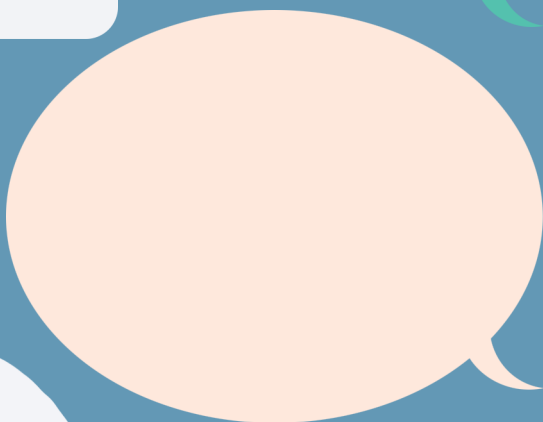
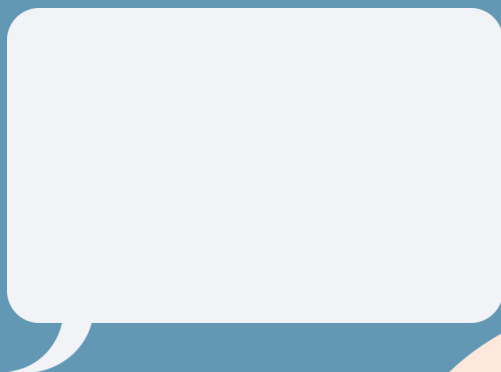
EVEN BETTER IF...

[illegible]

EVALUATING AN ACTION

Hearing reflections from others about what it's been like to campaign with you can be really helpful. This can let you know what you're doing well and which areas you could develop further to be an even better campaigner. Getting kind and constructive feedback from others is a gift and not something you need to be afraid of asking for.

**ASK SOMEONE IN YOUR TEAM FOR
FEEDBACK AND WRITE DOWN WHAT THEY
SAY IN THE SPEECH BUBBLES:**





NEGOTIATION

Most community campaigns will reach a point when you need to meet your campaign target and make your campaign's aim clear. This moment is known as a negotiation, which can be important in either winning your campaign or taking it to the next level.

DEMONSTRATE YOUR POWER

In the lead up to your negotiation with your campaign target, it is useful to think of different ways you can demonstrate you and your community's power in the negotiation room.

SPEAK FROM PERSONAL EXPERIENCE

One powerful way to demonstrate your power behind an issue is to speak about yours or someone else's personal experience related to the issue. For example, if your campaign is about air pollution, it would be very impactful for the campaign target to hear directly how the issue has impacted someone personally.

ACTION CHECKLIST

Complete the checklist to achieve
your Action badge

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Attend the end of term **one-to-one**.

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Plan and run an effective **negotiation**.

☐

Play an active role in **planning and running** an action.

☐

Evaluate and celebrate your action.

☐

Give and receive **feedback**
with your teammates.

