CAMPAIGN BOOTCAMP

Everyday Activism

Handout Pack 2021

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CAMPAIGN BOOTCAMP

At Campaign Bootcamp, we use a participatory training style called 'Direct Education'

Direct Education builds on the idea that our lived experiences, big and small, are central to how we learn. Our training is interactive and lively & respects the knowledge you already have. We don't believe in long lectures from the front of the room!

Rather than traditional education, which gives all the expertise to textbooks and teachers, who deliver 'the facts' to the 'students' who are viewed as empty vessels waiting to be filled, direct education invites the expertise of the people themselves. Direct education is about liberation and empowerment – going to the direct source of wisdom: the group itself!

How do we do it?

We believe that everything in a training can be used for our own learning, whether trying out a new skill in a session, or in a conversation you have with your buddy or someone else in a breakout room. We embrace this by varying our sessions to appeal to a range of learning styles. These include:

- Whole group sessions
- Small group reflections
- Small group work, practicing skills
- Journaling
- Working in pairs
- Understanding identity and navigating conflict.

Why?

At Campaign Bootcamp, we believe in freedom. We believe that training spaces should be places of freedom, where the current systems of injustice – which includes how people are taught – are directly confronted and challenged.

We believe in 'real' learning. Learning that is deep and long-lasting. We believe that this happens best through experiencing things. And that it is greatest when people take risks and step outside their comfort zone.

We believe in individuals. That everyone brings into the training space their own identity and background and engages in the space based on their own learning style.

We believe in community. In being connected to something bigger. That when individuals come together to learn from each other and their history, they can create something more powerful than the individual alone.

We believe in transformation. In working with people towards personal moments of transformation. It is these moments that lead to the larger transformation of people, policies, politics and ultimately the very systems, both written and unwritten, by which our society functions.

And this shows as two strands of learning

'Hard' skills
about campaigning, tools & techniques to support you to build stronger campaigns.

Relational work
How we work together and learn new things, this will develop as the group meets

We aim to be:

- Adaptable and accessible to needs so we'll keep checking in about how it is working for you (and some of this will be 'behind the scenes')

- Maybe different from other learning you have done, as we are facilitators rather than teachers bringing a participatory and interactive experience!

Practice self focus: speak to your own experiences and responses.

Practice "Both / And": When speaking, try substituting "and" for "but". This practice acknowledges and honors multiple realities.

Practice Mindful Listening: Try to avoid planning what you'll say as you listen to others. Be willing to be surprised, to learn something new.

Confidentiality: Take home learnings, but don't identify anyone other than yourself, now or later. If you want to follow up with anyone regarding something they said, ask first and respect their wishes.

Right to Pass: You can say "I pass" if you don't wish to speak.

Move up/Move back- Encourage full participation by all present. Be aware of who is speaking and who is not. If you tend to speak often, consider "moving back" and vice versa.

Practice authenticity and try it on - Let go of having to perform for others while also being willing to "try on" new ideas or ways of doing things that might not be what you prefer or are familiar with.

Refrain from blaming or shaming yourself and others: Practice giving skillful feedback.

Intent and impact: Try to understand and acknowledge impact. Denying the impact of something said by focusing on intent is often more destructive than the initial interaction

Name

I live and/or work in these regions...

I currently campaign on these issues or topics...

In the future I'm interested in campaigning on...

Some things about my identity that I want to share are..

Planning a Strategic Campaign

When learning more about an issue you want to campaign on, we recommend the Problem Tree as a tool of root-cause analysis

The Trunk
The trunk of the tree represents the problem you want to change

The Leaves
The leaves are the 'symptoms' of the problem. How does the problem manifest? How do you know the problem exists? How/where do you see it?

The Roots
The roots are the causes of the problem.
Each root can branch off into further root causes.
The root structures can get very complicated, with every root cause having its own root cause, and so on.

As an example, let's say the problem is excessive litter in residential areas

The Trunk

Excessive litter in
residential areas

The Leaves

Vermin present
Devalues the neighborhood
Brings down house prices
Promotes anti-social behaviour
People think it's acceptable to fly-
tip/litter more
Lack of bins

The Roots

Lack of funding for council to install bins
Lack of funding to collect bins daily
Reduction in council budgets
Disinvestment in local government by central government
Austerity measures
Recession
Neo-liberal capitalism

Food for thought:
Do you snip leaves (symptoms) or pull roots (causes)?

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Food for thought:
Do you snip leaves (symptoms) or pull roots (causes)?

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CAMPAIGN BOOTCAMP

Step One: Identify the problem

Your campaign is more likely to succeed if you have a plan. This sheet is designed to help you make a plan to fix what you want to fix.

Knowing exactly what you are trying to fix is the starting point for making it happen. This activity may help you to see the problem clearly and work out what to do about it.

1) What is the problem that needs to be solved? Be specific and give details.

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2) Why is this problem happening? What are the root causes? Why is it not fixed yet? What are the root causes of the root causes?

3) How does this problem affect people/communities? What is the harm?

Step two:
Decide what your goal is

Looking at your "problem analysis" above, you can see many ways you could work to make a change. You could decide to take action to attack the problem itself, to get rid of one or more of the most serious consequences, or, you may decide to beat the root causes once and for all. You may decide to do all three!

A goal is the big change you want to see. When you're deciding what your goal is you may want to check that it is:
Very clear: What exactly are you going to achieve?
Results driven: How will you know what has changed?
Possible: Could this actually happen?
Do-able: Do you have the time, skills and ability to make it happen?
Well timed: When will it happen? Is that in good time for it to matter?

Read on to learn more about Campaign Strategy & setting your goal

Putting together a strategy (or plan) helps ensure that all your knowledge and enthusiasm are used in the most effective way and that you don't waste your time. Creating a campaign strategy doesn't need to be hugely complicated. It's just about breaking down the things you think need to be done into a series of steps that all logically follow each other.

Strategy people love using words like aims, objectives, goals, activities, vision and mission. They all mean different things to different people. It doesn't really matter what terms you use as long as everyone in the group understands what terms you are using. Use whatever you feel comfortable with.

We like to use the following:

Goal → The change we want to see

Objective → The specific things we will do to try to achieve the goal

Tactic → The things we will do to try to influence our target/s

Here's an example of these elements of a campaign strategy in action:

This one is inspired by the work of a group of residents from Blackpool in Lancashire, who have been supported by Campaign Bootcamp's Everyday Activism project.

Goal: improve the quality of life for people experiencing homelessness in our town

Objective: increase the number of emergency beds for homeless people.

Tactic: meet the leader of the council and ask them to change council policy

Goal
The change we want to see

The goal is usually quite broad and is the big thing you want to see changed. It speaks to your values and the change you want to see.

Discussing and agreeing your goal can be a helpful process for the group as it can help to uncover some of the values that are important (or not!) to the group.

If the goal is broad, it gives you plenty of scope to change the more immediate objectives as you progress.

The Ruckus Society in the US suggests that this part of the strategy should be 'big-picture, transformative and compelling'.

The author Titus Alexander (Campaigning is OK!) suggests there is no such thing as an unrealistic goal, only unrealistic timescales. He gives the example of the campaign for a minimum wage, which took over 100 years or the campaign ending apartheid, which took over 80 years.

WE   WANT   CHANGE

Write some ideas for your own goal here

Objective

The specific things we will do to try to achieve the goal

Your objective should make it clear exactly what the purpose of the campaign is, for example 'To abolish the government's Safe Country Review refugee policy'.

If you change your objective (because maybe your research reveals something important) or you are defeated or indeed you achieve your campaign objective, you still have your overall goal to guide what action you might take in the future.

If your group has enough time and energy you may decide to work on more than one objective in your attempt to achieve your goal.

Looking at our earlier example from Blackpool the goal was 'to improve the quality of life for people experiencing homelessness in our town'. Two objectives could be 'increase the number of emergency beds for homeless people' as well as 'stop the closure of the 'pop up' cafe in the Library'.

Can you think of any objectives to help you achieve your goal?
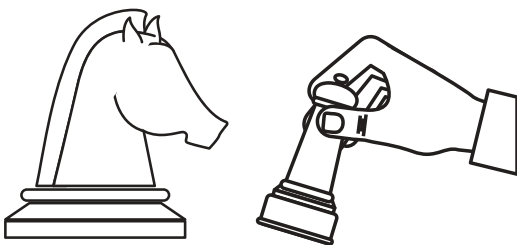
Tactics
The things we will do to try to influence our targets

Your target is the person or group of people that have the power to realise the change you have described in your objective.

In their 'build a campaign' workshop, the campaign group 350.org suggest that your target should be a person rather than an organisation as this will make it easier to understand what might influence them.

Often people get very excited about choosing and working on a tactic, for example 'Come on let's all go now and throw eggs at our MP!' Working out what your goal and objective is first helps make sure you are using the right tactic. Otherwise you may end up wasting a lot of time, energy, enthusiasm (and eggs!)

Campaigns are rarely won after one tactic has been used – you will probably use quite a few different tactics before victory is yours. We look at tactics in much more detail in the Tactics resource sheet.

What have been some impactful campaign tactics you have seen before?

A Good Strategy Should:

- Be logical. Check the logic of your strategy by asking, 'If the tactic is successful, will it lead to the objective being reached?' and 'If the objective is reached, will it help realise the goal?'

- Be easy to explain to your next door neighbour.

- Change as your campaign evolves.

Other resources

The UK Feminista Campaign Planner takes you through a series of steps to 'kick-start your own campaign' http://ukfeminista.org.uk/take-action/
350.org is a worldwide network that opposes new coal, oil and gas projects, their Build a Campaign toolkit is an excellent set of activities on strategy design: http://archive.workshops.350.org/toolkit/campaign/
The Australian 'activist educators' the Change Agency, produce an in-depth 'People Power manual' which is made up of lots of practical activities to help a group put together a comprehensive campaign strategy http://www.thechangeagency.org/campaigners-toolkit/activist-education/books/people-power-manual-campaign-strategy-guide/
Action Strategy: a how to guide from the Ruckus Society is particularly good on helping you to ask the critical questions about which tactics you should use: http://www.toolsforchange.net/wp-content/uploads/2012/03/RuckusActionStratGuidedraft7.pdf
The New Economy Organisers Network (NEON) has lots of great resources. Its Systemic Campaigns Framework will help you to make sure your campaign strategy tackle the roots causes of the problems we face: http://neweconomyorganisers.org/resources/

The problem

The story

The Change Your Group Wants to See

Working well together
What do we need to do to work well together as a campaign team?

How Might This Change Happen

Finding out
Who has the power to make this change happen?

Reaching out to others

Who is on our side?

What do we need to find out so we strengthen our argument ?

Who can help us?

Taking Care of Yourself

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OUR GOAL

OUR OBJECTIVES
The steps to that change

OUR TARGETS

OUR TACTIC/S
THE ACTION WE WILL TAKE TO INFLUENCE OUR TARGET/S

What do we want?

(goals and objectives)

Who can give it to us?

(targets)

What do they need to hear?

(messages)

How do we get them to hear it?

(delivery/tactics)

What have we got?

(resources; strengths, allies)

What do we need to develop?

(challenges; gaps)

How do we begin?

(first steps, action plan)

How will we know it's working, or not working?

(evaluation)

There are many factors (both positive and negative) that may influence your campaign, not all will be in your control.

The PEST analysis is a great way for you to identify those factors and the impact they may have. It can also help you understand the circumstances your campaign may face.

Using the PEST analysis you can assess any opportunities that you may want to take advantage of and threats you may want to avoid.

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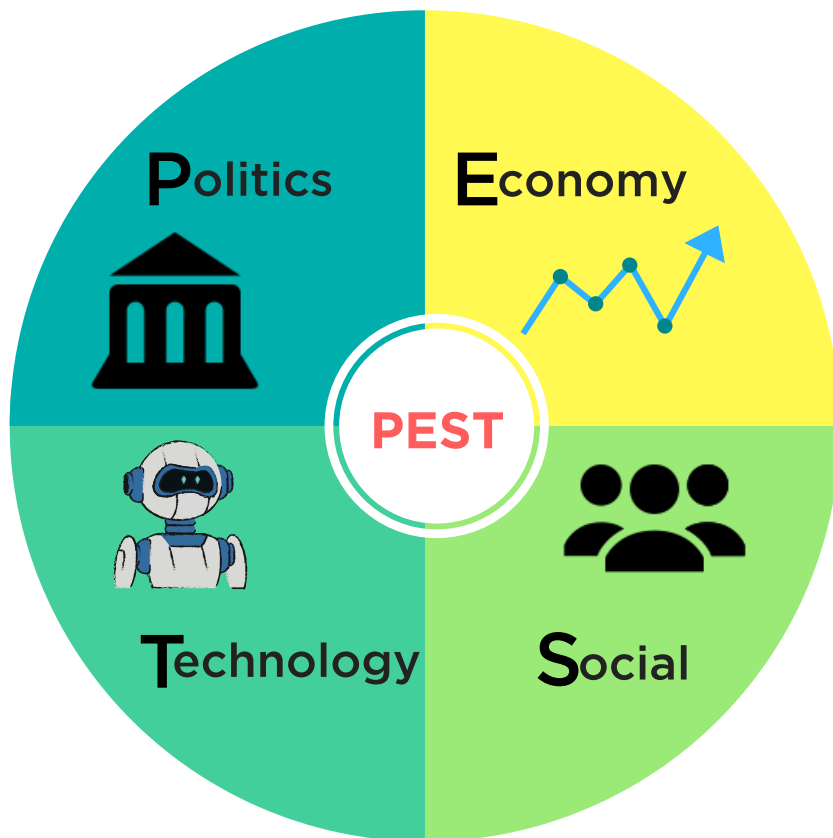
Politics
- What government policies (national, county, local, other) may affect the issue now and in the future?
- What is the expected direction of future politics (or trends) that may affect the issue?
- What future political events do we need to consider? (e.g. elections).

Economy
- What is it about the economic situation that affects the issue now?
- What is the economic situation of specific population groups affected by the issue?
- What is the expected direction of the economy?
- What effect will the issue have on workers, people's income and industry?

Social
- Might public attitudes on this issue be changing?
- Are there major relevant events coming up or happening we should think about?
- What information about the population (age, gender, race, class, health, education, access to services etc) may you need to know.?

Technology
- What technological innovations/changes might affect your issue?
- What access do people have to technology?
- What is the impact of technology and the internet?

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**Sometimes the PEST analysis can be expanded into a PESTLE analysis.**

This enables you to also consider legal and environmental factors for your campaign.

Economy

Social

Politics

PEST

Technology

Law

Environment

What laws might affect your issue? e.g.

- employment law, health and safety, immigration law
- How does the way the law is enforced currently affect your issue?
- Are there any potential changes to the law that may affect your issue? (e.g. Green papers etc)
- Is there a possibility of a legal challenge/is anyone else doing a legal challenge?

- How might climate change affect your issue?
- What environmental impacts might your issue have?
- Are there any environmental regulations in place that might affect your chosen issue?

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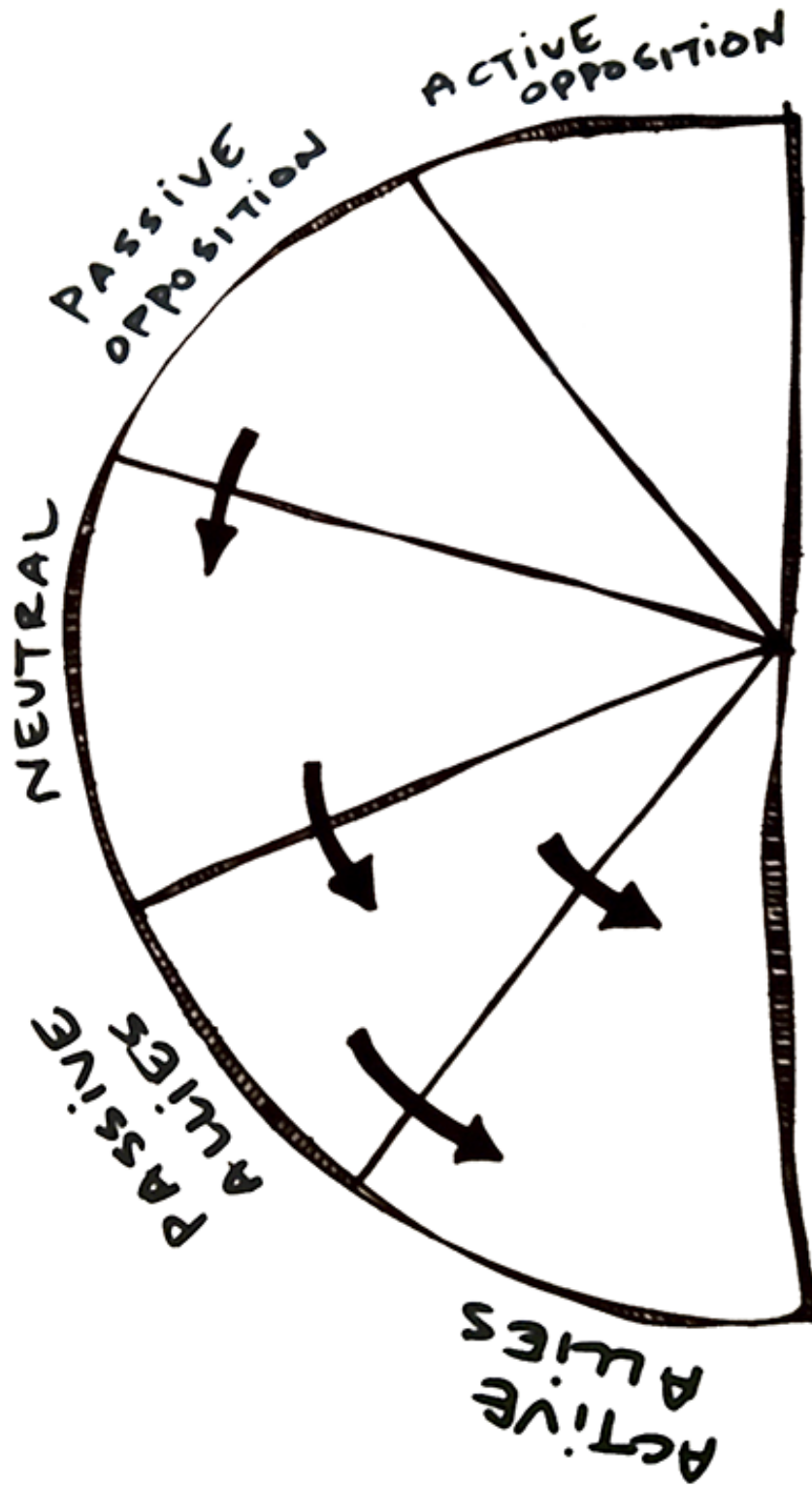
Power Over

We're least likely to have a lot of this form of power. This is the 'traditional' view of power- control, authority- the type held by politicians, figureheads etc. Some of us might have power over things. You might run a group, be a manager, chair meetings, or sit on an advisory board.

> What do you have power over? e.g. chair of a group, being a parent

Power With

This is where so much of our strength comes from as campaigners. It is the power we get through collaborating, working together, gaining allies, and building relationships. It is built on respect, solidarity, and supporting each other. You might have power with specific charities, groups, organisations, or communities.

> What people, groups or organisations can help you with the campaign? Who can you work with? Who are your allies? Who can you get on board with your campaign?

Power To

This is the power to make a difference.
It is knowing that we all have the power to shape and change the world. As well as this self-belief, it is also all the skills and capacities we have that can help us make the change we want to see.
You might be good at public speaking, design, dance, organising... any skill can be used to help with a campaign.

What are some skills you could use in your campaign?

Power Within

This is linked to our self-worth and self-knowledge.
It is also the things that give us power: where we draw our personal power from. You might find strength and power in your values, communities, hobbies, prayer, or spirituality.

What makes you feel strong? What things help you to love yourself and know yourself? What builds your self-esteem?

Power mapping is a very useful way to help campaigners come up with the right tactics that will have the most effect on their targets. The Power Cube is a tool developed by researchers at the Institute of Development Studies, University of Sussex.

Using this tool can help you analyse the power your targets hold so you can create a more effective campaign strategy and bring about change.

Spaces of power

Faces of power

Levels of power
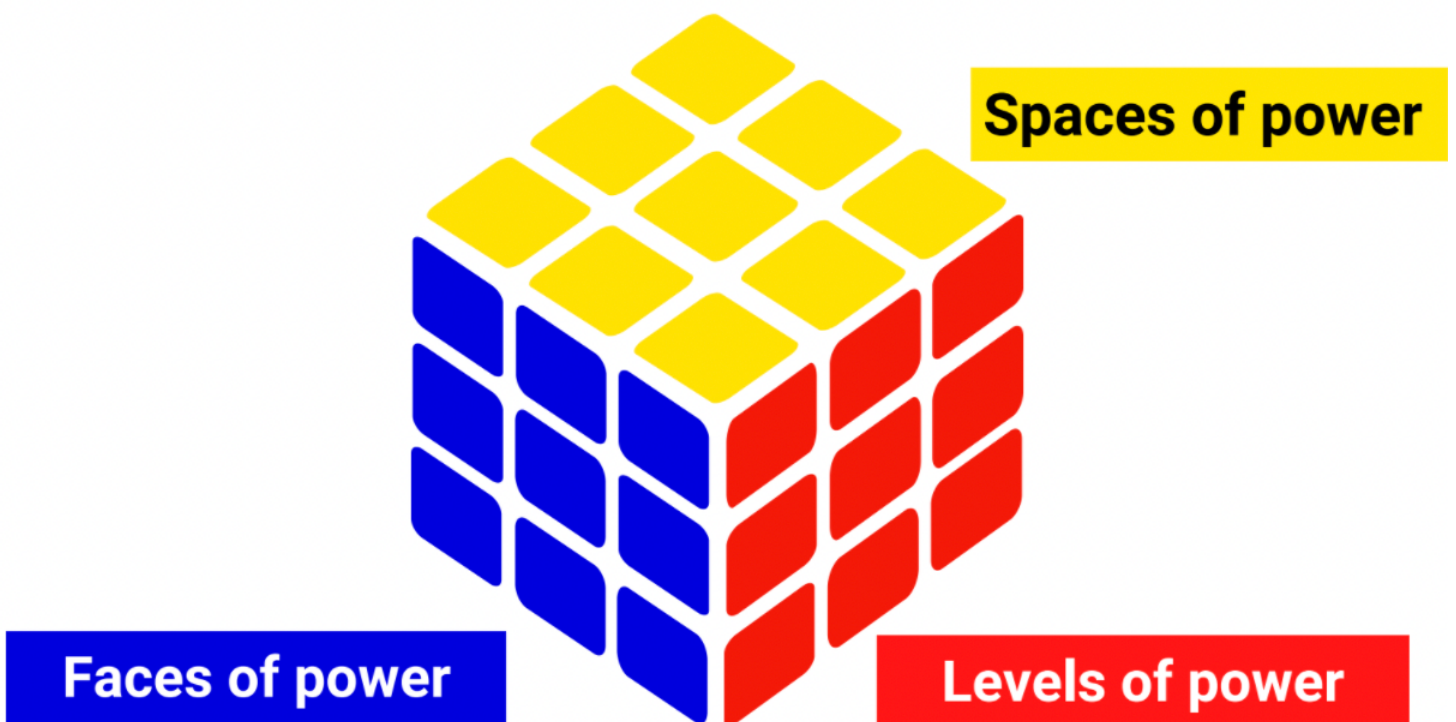
Spaces of Power

Closed - behind closed doors, private: meetings, private communications, events exclusive to a group of people

Invited - open to the public but regulated: government consultations, recorded meetings, Q&A events

Created - when 'less powerful' people create or claim a space: campaigns, occupations, grassroots movements

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Faces of Power

Visible - 'official' faces: laws, politics, councils, elections

Hidden - preventing others from accessing power: hidden agendas, limiting access
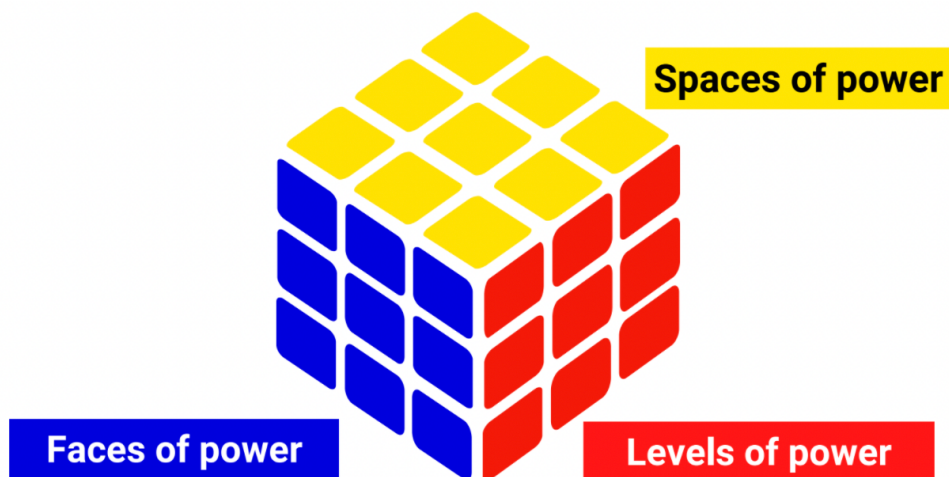
Invisible - belief systems: cultural shifts, changing people's minds, stereotyping, commonly held beliefs

Levels of Power

Local - town, city, region

National - the whole country or nation

Global - beyond the borders of your country

Spaces of power

Faces of power

Levels of power

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Try it out!

Target:

Spaces in which they hold power:

Faces of the power they hold:

Levels at which they hold power:

Power Mapping is a visual tool used by campaigners to identify the best individuals to target to reach their campaign objectives and goal.

On the next page, you will see a vertical and horizontal axis. The top of this axis is where you would place people or organisations that have most power or influence. The horizontal axis indicates whether people support your group's specific objectives or if they are opposed to these objectives. At the left end of this spectrum are people who are most opposed to your desired changes or objectives. At the right end are people who support your objectives most strongly.

You might like to include:
- your own group
- other community groups
- local government – which officers?
- national government – which departments or ministers?
- faith groups
- local, regional and national media
- property/ real estate developers
- local businesses
- experts
- professionals (eg teachers, police)
- particular sectors of the community e.g. young people, unemployed, men/women, older people
- industry

Most influential or powerful
re: your objective

Strongly oppose your objective or position

Strongly support your objective or position

Least influential or powerful
re: your objective

Choosing the right tactic is crucial. A good tactic not only can help influence our target, but can also help us make new allies, get new members, get a higher profile and bond as a group.

At this point the danger is we get carried away with excitement or anger and don't think through which tactics we should use and why.

This resource sheet gives you some things to think about when deciding which tactic or tactics to use and how.

Remember, small groups of people can organise some very successful actions even with very few resources.

There are two things to think about when planning a tactic; the impact on the group and the impact on the target and the other audiences.

The Focus E15 campaign was started by a group of young mothers who were evicted by East Thames Housing Association after Newham Council cut its funding for the Focus E15 hostel for young homeless people. Here, members demonstrate outside the Housing Office of the local Council. Credit: Focus E15

Tip

The American activist training organisation the Midwest Academy suggests you ask yourself the following questions:
1. Can you really do it? Do you have the needed people, time and resources?
2. Is it within the experience of your own members and are they comfortable with it?
3. Do you have enough leaders experienced enough to do it?
4. Will people enjoy participating in it?

The right tactic for us

When planning your tactic you'll want to consider how the tactic might affect your group.

Your skills and resources

Have a think about what skills you need to successfully pull off the tactic. Do you have them within the group? If you don't, think about how you can get those skills or maybe team up with another group that does. If you decide you don't have all the skills you need but are going to step out of your comfort zone and give it a go anyway (good for you!), talk about what the risks are and what you can do as a group to support each other to make it a success.

Ideas for tactics

Making an announcement: public speech, letter in the paper, public declaration, launch a report

Processions: marches, parades

Reaching the wider public: slogan, banner, poster, leaflet, newspapers, radio, TV, human banner, social media, blog, street stall, online petition, paper petition, face to face conversations (knocking on doors)

Reaching decision makers: meet them, phone them, email them, tweet them, write, hustings, letter writing campaign

Drama and music: funny skits or pranks, performing plays and music, singing, street theatre, film screening/film night

Public gatherings: public meeting, teach-in, rally, information workshop, exhibition

Not co-operating: walk out, silence, turn your back, strike, stay at home, consumer boycott, refuse to pay fees or debts, refuse to take government money, resign, boycott elections, picket, boycott government department, remove signs, non- violent direct action

Others: mock funeral, sit in, stand in, blockade, flash mob, occupation, projecting an image/message, vigils, make a submission, graffiti, spoof website, launch a day of action, take legal action, get a celebrity on your side, mock awards and so many many more.

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Some in your group will love some of the ideas for tactics in the box on the previous page, some in your group will not. It's important to talk these through with each other before deciding which one/s you are going to choose to reach your target. Here are some questions to think about when making your decision:

Target
Will our tactic send the right message to our target and encourage or pressure them to take action? If it is successful will it help us to reach our campaign goal?

Relationships
Will our tactic be a positive thing for our relationships with other groups that are not our target? (Will our allies welcome it and what about those groups we think are neutral?)

Timing
is this the right time for this tactic? (Are there certain events taking place that our tactic fits well with? Some tactics are best for when your campaign is just starting, and some are best for later, for example if you have not reached your target or need to recruit more supporters)

Us
Do we have the skills, knowledge and energy to organise this tactic? Is everyone in the group comfortable with it?

Tip
It's important to try and get group agreement on which tactic to use. One way to do this is to:
1) take a piece of flip chart and write all the tactics the group think could work on one side, probably no more than five
2) as a group score each tactic out of 10 according to how they answer the 4 questions above.
The totals should give you a better idea of which tactic might be best for you.

Taking care of each other

Campaign tactics can be stressful. Make sure everyone has the space to talk honestly about how they feel about taking part in the tactic. For a tactic to be successful lots of tasks need completing, some are behind the scenes jobs and others are more high profile. This means there's a job for everyone.

Check in with each other regularly as your campaign moves forward.

Putting Pressure on People in Power

Many of the most important decisions that impact our lives are made by local, national and European governments. This resource sheet is an introduction to how they work and how you can find out more.

Who works for us and what do they do?

In the UK we elect our politicians through a democratic system, where most people have a right to vote for the politicians they think will do the best job. This means we can hold our politicians to account and choose not to re-elect them the next time an election comes round. Much of what they do is on public record so we can call them out on what they say, what they do and what they don't do. There's lots of different politicians responsible for different things. Find out who has the power to act on your issue - and then decide what you want them to do.

There are different levels of local councils depending on where you live. Many parts of England have two levels of Councils (for example at the higher level County Councils and at the lower level District Councils or Borough or City Councils). Other areas have only one level of council usually known as a 'Unitary Authority'. Councillors are the local politicians who through local elections are elected to make decisions for the people in their local area. Councillors have a responsibility to talk with communities and find out what they want and need. As well as councillors, councils are made up of the officers that actually do all the work to make sure that services are delivered and policies are implemented.

Local government is responsible for Education, Highways (roads and bridges), Transport planning, Passenger Transport, Social care (care for children and adults and disabled people), Housing (Housing strategy, council housing and benefits) Libraries, Leisure and Recreation (facilities and open spaces), Environmental Services (including food safety, pollution, licensing, waste collection and disposal), Planning applications and Strategic planning for the local area.

County councils, are usually responsible for services such as, education, transport, planning, fire and public safety, social care, libraries, waste management and trading standards.

District, borough and city councils, cover a smaller area than county councils. They're usually responsible for services like housing, rubbish collection, recycling, Council Tax collections, planning applications etc.

Unitary authorities and London and metropolitan boroughs. In some places there is just one level of local government that provides all the services listed above.

Combined Authorities (e.g. Sheffield City region) are when local authorities in a local area have voluntarily joined together and as a result have had some power from central government delegated down to them, for example transport and economic development.

How are decisions made?

Decisions are made by the full council and some council committees. The full council is a meeting of all the councillors (or elected members as they are sometimes known) . You can see the agendas and minutes from full council meetings on your council website. Councils can decide to operate in different ways.

Most councils have one councillor who acts as 'Leader of the Council' and appoints the 'cabinet' made up of councillors each of whom have a particular area of responsibility (for example housing, education, economic development). The decisions of the cabinet are checked by 'scrutiny committees'. The leader and the cabinet are responsible for policies and plans that are reported regularly to the full council.

Most councils have Mayors, usually they don't have any power and their role is largely ceremonial, however some councils have an elected mayor that has much more power (e.g. London and Liverpool).

There are 650 MPs (Members of Parliament) who are elected to make laws and represent people from their area (or constituency) . MPs come from different political groups or parties, that have their own idea about how the UK should work. The party of MPs who win the most seats at the election become the Government. MPs from the next largest party or parties become the opposition. The role of the opposition is to keep checks on the government and what they do. MPs are guided by the ideas that their party believes in, however, they can also act on things that matter to other people, especially people that live in their area. MPs split their time between working in the House of Commons in London, working in their local constituency and working for their political party.

Never forget they work for us! You can email, call or visit your MP about any issue or idea you may have.

The Houses of Parliament are made up of the House of Commons where MPs sit and the House of Lords (made up of over 680 appointed members).

The people in the House of Lords are not elected, they are appointed by the Queen, on the advice of the Prime Minister). Lots of the people in the Lords are experts or care about particular topics. The UK Parliament has an Outreach and Engagement Team, they describe the role of Parliament as checking and challenging the work of the Government, making and changing laws, debating the important issues of the day and checking and approving Government spending.

The Prime Minister is the MP who is the leader of the government. They are also in charge of the 'cabinet' a group of the 21 most senior Ministers (MPs who are appointed as heads of government departments).

The main law making body in the UK is the UK Parliament. However, devolution means that Scotland, Wales and Northern Ireland can make their own decisions on certain issues called devolved matters. Following referendums in 1997 the National Assembly for Wales and the Scottish Parliament were set up. They are able to make laws on devolved matters such as health services, housing and environment.

How are decisions made?

Formal decisions are usually made through a series of debates. For a law to pass both the House of Commons and the House of Lords have to come to an agreement (see the resource sheet 'How laws are made')
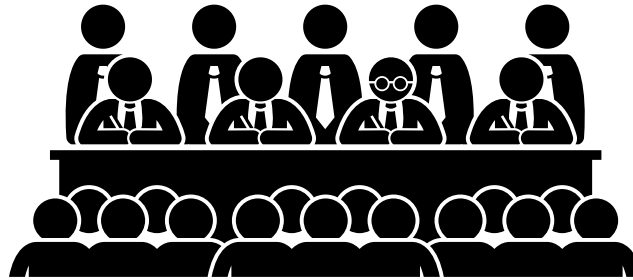
Find out more:

Local Government:
'Understand how your council works' on the Government's gov.uk website, the Local Government Association's website and their 'Quick Guide to local government' (2011)

National Government & The Houses of Parliament:
 Some of the videos on the UK Parliament website. 'How Parliament works in nearly 60 secs' is a great introduction 'Checking the work of Government' is an introduction to Parliamentary debates, committees and how questions are asked.

Some of the guides on the UK Parliament website, for example 'The House of Commons at work'

The UK Parliament's Outreach and Engagement Team is happy to work directly with groups to help them better understand how Parliament works. In 2017 the team ran a workshop as part of the Everyday Activism project with members of the Syrian community in Leeds.
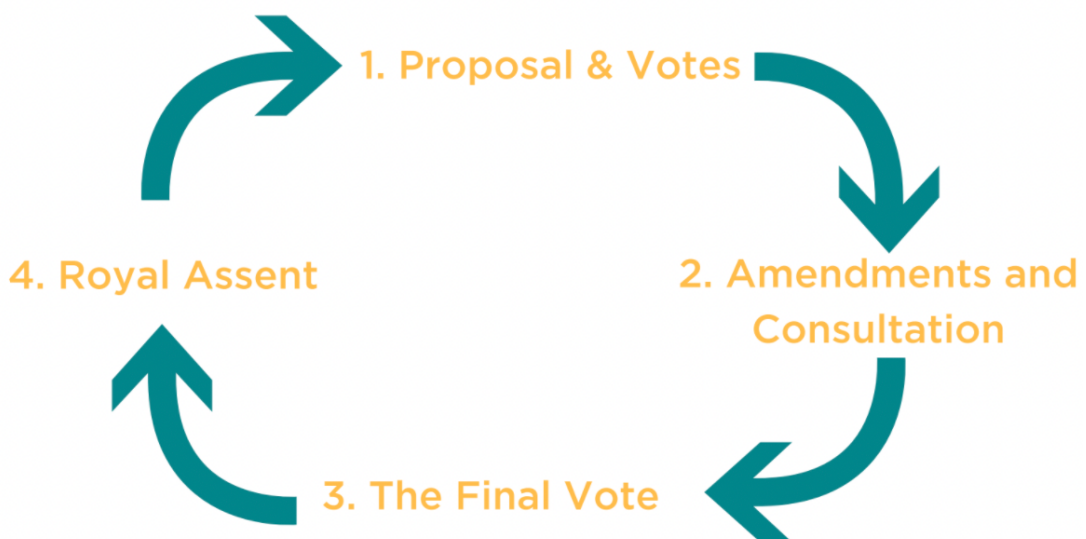
There are two ways to make or change laws in the UK - through Parliament and through the Courts.

How Laws Are Made In Parliament

A proposal for a new law or to change existing one is called a Bill and can come from:

Governing Parties

Campaign Groups

Civil Servants

Public Inquiries

Opposing Parties
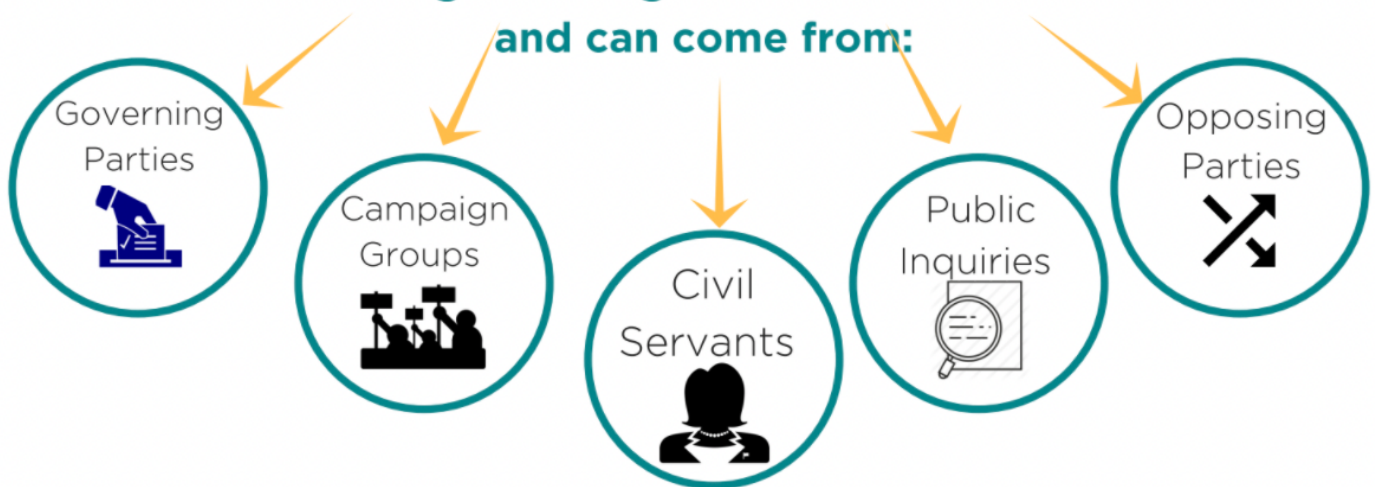
There are Four Steps To Making or Changing a Law

1. Proposal & Votes

2. Amendments and Consultation

3. The Final Vote

4. Royal Assent

Proposal & Votes

A new idea for a law can be put forward by any individual or group in the House of Lords or the House of Commons. Firstly the person introduces their idea and says why they think it is important. Members of the House can then ask questions, suggest changes, and say if they agree or disagree with the idea for the new law. If enough people vote to say they think it is a good idea, it moves onto the next stage. If most people vote against the idea, it is thrown away

Amendments & Consultation

A group of MPs and Lords meet to go through every word and detail in the new law, and they can make changes or amendments. There are votes on all amendments and changes.

Once a bill is acceptable to everyone in one of the houses, it then goes to the other house to start the same process again. If any changes are made then the bill has to be looked at again by both the houses of Parliament until the majority is happy with the wording and can make a final vote.

At this point there is often a period of consultation where individuals and groups can get their voices heard - either by using the consultation tools the government offers, or by making some noise.

The Final Vote

Both Houses of Parliament make a final vote on the new law. If both houses vote to say they agree with the new law it will move to the final stage. If most people disagree with the law and vote against it, it is thrown out. If the two houses cannot agree on a law, the House of Commons get the final say as they are elected.

Note: Usually people from different political parties vote the same way as the other MPs in their group, and this can make it difficult for a government to get new laws passed, especially if they won an election, but not by so many voted. Then, they have to persuade people from the other parties to vote with them.

Royal Assent

The final stage is that the new law, called a bill, is sent to the Queen for Royal Assent. When she signs the bill, the law becomes active.

How does the law affect your issue?

You may want to start looking at what the law says about your issue

For instance, if you are campaigning to stop trees being cut down in your town - you could look at what legal environmental protections there are in your area and if there have been legal cases in the past to protect nature and wildlife where you live.

When a legal case is brought to court, a judge or team of judges has to decide what the law means in a particular situation.

When the judge makes a decision in a case, their judgment and reasoning can affect decisions in future similar cases - this is called case law.

In new situations, where new laws are being used for the first time, or something has happened that has never happened before, the court case is known as a test case. What happens in that situation, and how the judge interprets the law has an impact on future cases. Case law and test cases can be very useful to campaigners. When a legal case is brought to court, a judge or team of judges has to decide what the law means in a particular situation.

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How you can get involved in making, shaping or changing laws:

1. You can show there is public support or opposition to a new law

2. You can take part in consultations on new laws and say how you think it will effect you and people in your community

3. You can write to any MP or Lord and ask them to propose a new law or change an existing law

4. Depending on the situation, you can work with others to take a case to court (a test case) or to start a judicial review

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Using the internet to find out more about your politicians can be very helpful. Below are two websites we think are useful and a description of what they can be used for.

Voting Records

This can be a great tool for finding out which MPs might be sympathetic to your cause. You can look at their voting record among a variety of categories such as transport, taxation, foreign policy & welfare. You can do this by chosing an MP from the list or alternatively, put in your postcode and see who's relevant locally.

Debates

Read debates from Parliament. You might be able to find out who is the biggest barrier to your cause and their reasons for not supporting it, this way you can go back to your campaign plan and figure out a way to get them on side.

Calendar

This is a great way to see upcoming debates, speeches & events

Entering your postcode brings up a list of your local Councillors, MPs, MEPs and summaries of their areas of interest and responsibilities. This gives you a great overview of who you should contact

Telling a Compelling Story

Stories are really powerful!

Storytelling is central to campaigning as it can get new people involved, promote your message, and challenge dominant narratives in culture.
But like anything powerful, we need to do it mindfully.

Planning our stories well can help prevent us from reinforcing negative stereotypes and/or hurting ourselves, other people, or the campaign goal.

The Boundaries Diagram

On the next page, you will notice a diagram. This tool will help you be in control of what you share so you can look after yourselves whilst telling empowering and politically useful stories.

The inner circle is the full story, including the things that you would only want yourself to know. This might include very personal or emotional details,

The middle circle is the level of detail you are happy sharing with people you trust. This might include friends or your campaigning group.

The outer circle is the carefully picked details that you don't mind the world knowing. You might use this in interviews, social media, or other parts of your campaign strategy.

The Boundaries Diagram

Share with the public

For my group

Just for me
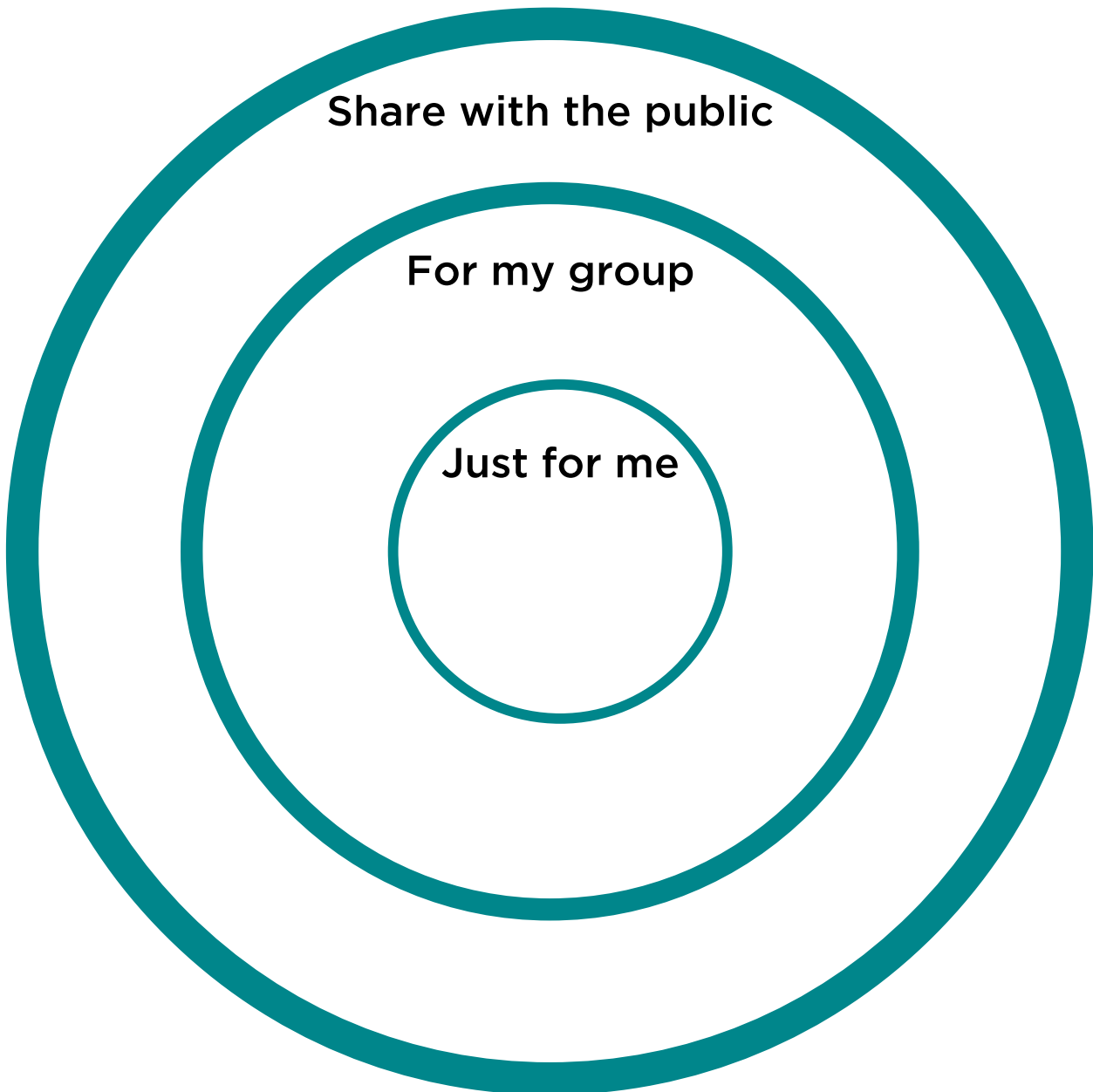
Fill in the diagram, noting which bits of your story you would be comfortable sharing with each audience.

Your "Story of Self" is a story that moves other people to take action
It might include things about why you started caring about your campaign issue, your core values, or the world you hope to see.
Remember - it's up to you what parts of your experience you share with who.

Where to start?

CHALLENGE:
What are you trying to overcome? Why must change happen now?

CHOICE:
How are you addressing the issue? What do you want others to do to help?

OUTCOME:
This is the world you want to see - your "dream" if you win your campaign.

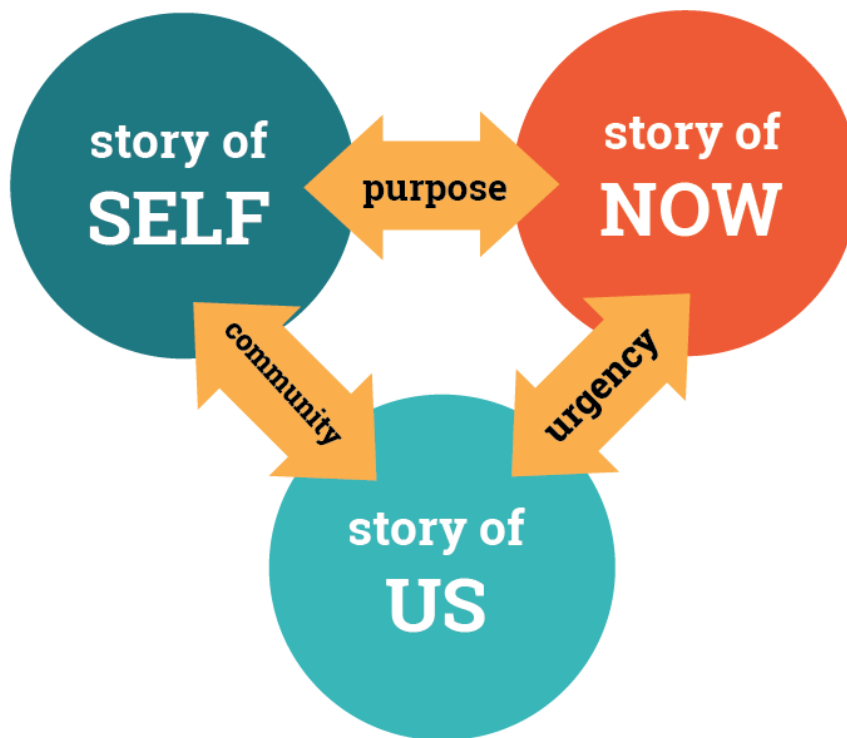**LEARNING:**
What have you learnt so far?

Ganz Storytelling is a way of sharing your story that compels people to take action against the issue you are facing. It has three parts:

Story of Self - the issue or challenge that you have faced. This connects peoples heart/feelings and tells them WHY they should take action

Story of Us - how other people have faced similar challenges - it isn't just one isolated case! This connects peoples head/logic and also tells them WHY they should take action

Story of Now - this is how you want people to support you. A specific way that can help your campaign. It connects peoples hand/actions and tells them HOW to take action

Use this space to start writing your own Ganz Story of Self, Us & Now
It doesn't have to be perfect or polished, we're learning something new.

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Building Structure in our Groups

There are different things you can do to ensure your team works well together.

Below are some tricks of the trade.

Everyone has a clear understanding of the goal of the group and how we plan to achieve it

The goal has been agreed by the group and is written down as well as a list of the steps the group will take to get there.

When work needs to be done, everyone is clear what the tasks are, who will do what and by when

During meetings, make sure that someone has written down what was agreed to be done, by who and by when. This should be circulated to everyone that needs to know.

Use an online tool that the whole group can access that lists all the tasks and shows when they have been completed. e.g. Trello

The group has written and agreed a group agreement (or ground rules) that list how to work well together

In a meeting, ask 'as a group, what things do we need to do so that we work well together?'. Write what is agreed down and have them on display each meeting.

Refer back to the agreement if somebody starts doing things that do not help the group work well together.

E.g. 'We all agreed that we would finish the meeting after two hours, so I think we better move on'

There is a system in place to make sure all group members can communicate with each other outside of meetings

Everyone in the group says which form of communication they use most regularly and they feelis best for them. (e.g. text, phone, WhatsApp, email). Check everyone is happy sharing their contact details with each other.

Team members are recognised and praised when they put lots of effort in

Say thank you a lot!

If you are sharing with others a record of what was shared in a meeting, make sure you include a written recognition of the work that one particular person has done

Send birthday cards thanking people for their work

Nominate someone for a community award

It is clear how decisions are made

Discuss and agree as a group how decisions should be made. For example, we talk about this for 20 minutes and if we have not been able to reach a decision everybody can work with, then we will have a vote.

Agree that nobody has the power to make big decisions without first talking to the rest of the group.
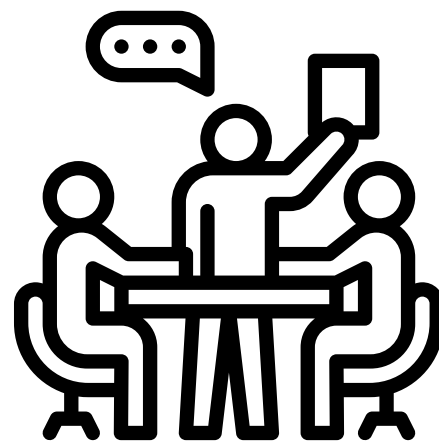
In meetings, no one is allowed to dominate

Ensure you have a clear agenda for meetings (with time allocated to each item)

Refer to the group agreement.

Make sure that during a meeting there are plenty of opportunities for people to share:
- Divide people into small groups or pairs for discussion
- 'Does anyone who hasn't yet had a chance want to say anything?'
- Ask folks to write down their thoughts and then share verbally or visually

The workload is shared across the team and not just by one or two people

Make lists of the tasks agreed, and write next to each task who has volunteered to do it. It will soon be clear if one or two people have got a lot on their plate.
'I see that Bobby and Mia have already volunteered to do lots of things - does anyone else want to volunteer for the next task?'

Have conversations with individuals outside of the group to try and empower them to delegate or to take on more.

Take time to get to know eachother

Do not underestimate the power of personal connection. Make sure that during meetings people get to talk to each other, and include check in questions like 'what have you done in the last year that you are proud of?'

HELLO
my name is

The group knows what skills its members have (a skills audit) and people are supported if they want to try doing new things and learning new skills

Check out the Skills Audit document on the Hub
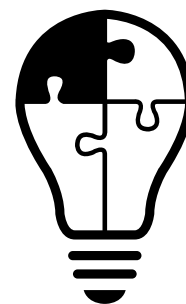
Time is set aside for the group to reflect on how things are going and what needs to change

Ask yourselves;
'What went well? What could have gone better? What should we do differently next time? What have we learnt from this?'
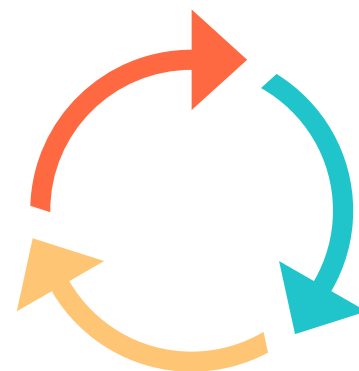
Have Fun!

Campaigning is tough, but it can be fun too! Try to make sure that a relaxed mood is created in meetings. This can usually be done by making sure things aren't too formal, that everyone is valued for what they have to say, and that no one is made to feel that any question is a stupid question & that it's okay to make mistakes.

It's important to consider the components that motivate people to join a group, and what makes they stay active within the group
Below is a list of things that people often say when asked
"What do you personally want to get out of taking part in a campaign?"

Meet people, socialise & make friends

Learn new skills

Feeling like you're making a difference & changing things for the better

Feel part of something that is working & making a difference

Feel valued by others

It feels good to 'get out'

Have a break from other commitments

Have Fun!

Think about what motivates you to continue campaigning & write your thoughts here.

It's important to share with your group your individual motivations - this way you can work together to think of ways to make sure everyone's different motivational needs are met (but remember - you can't please everyone)

As people who want to change the world for the better, we often forget to look after ourselves.

What we must try to remember is that we will be most effective in trying to achieve our goals if we take specific steps to make sure we are looking after ourselves and others

As campaigners, all too often, we focus on the change we want to achieve at the expense of our own mental health. We set ourselves unrealistically high standards.
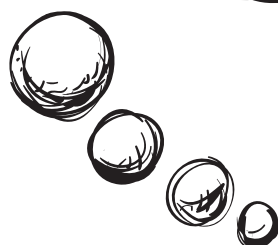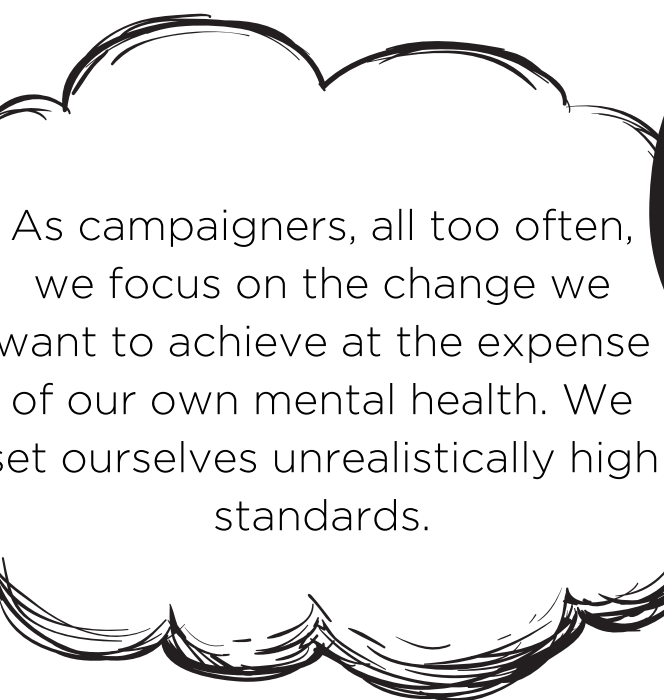
"Caring for myself is not self indulgent, it is self preservation and that is an act of political warfare"

Audre Lorde

Many believe the most effective way of transforming our society for the better is to make sure that we transform ourselves and part of that is about looking after ourselves and our own mental health.

In addressing this it is important to both work out what our own plan is for self-care and also to decide what our group should do to make sure we look after ourselves and each other. If we are a healthy organisation we are much more likely to attract others to join us.

On the following pages, we have shared some tips for looking after each other & yourself.

Black and Asian Therapists Network
www.baatn.org.uk/

The Free Psychotherapy Network
www.freepsychotherapynetwork.com/

Counselling for Social Change
www.counsellingforsocialchange.org.uk

Psychotherapists and Counsellors for Social Responsibility
www.pcsr.org.uk

Improving Access to Psychological Therapies
https://www.england.nhs.uk/mental-health/adults/iapt/

Mind
www.mind.org.uk/

Rethink Mental Illness
www.rethink.org

Action for Happiness
www.actionforhappiness.org

Bipolar UK
https://www.bipolaruk.org

OCD UK
www.ocduk.org

BPD World
https://www.bpdworld.org

Blurt Foundation
https://www.blurtitout.org

Anxiety UK (free 'lifestyle app' Headspace with membership)
www.anxietyuk.org.uk

Samaritans (now free to phone)
www.samaritans.org

## What can we do as a group to make sure everyone looks after each other?

1. Make sure we have fun as a group.

2. Put 'looking after ourselves and each other' on the agenda for every meeting we have.

3. Assign everybody a 'buddy' to meet with regularly to check how things are going.

4. Make sure we relax as a group.

5. Set aside time to talk about how the group and its members are doing after particular events (try to work through questions such as 'how did that affect you personally?')

6. Make sure we socialise as a group.

7. Develop a group culture that values people looking after themselves rather than people overworking.

8. Start every meeting with a 'How is everyone doing?'. Ask the group to talk about something positive that happened that week

9. If there are problems with how some in the group are getting on with each other it is talked about openly (sometimes with the help of a facilitator from outside the group).

10. We talk about how some people can feel oppressed by how others act or what they say or do.

11. Try to come up with a positive vision of what you want to achieve rather than making endless lists of problems.

12. Respect (and welcome) people who say that they need a break to recharge their batteries.

13. Don't forget to debrief. Use that space to talk about anything you think should be aired.

What can we as individuals can do to make sure we look after ourselves?

1. Set aside time when you will definitely not be working and stick to it (this means not checking emails or answering phone calls or responding to texts).

2. Make time to do things you really like doing.

3. Try to identify the situations that you find most difficult and talk to someone else to try and work out how you can best deal with them.

4. Decide who is the best person to talk to about some of the things that you find difficult; what is your support network?

5. Set aside time to do things that take your mind off your work (sport, recreation, being in nature)

6. Get plenty of sleep.

7. Eat a healthy balanced diet and don't skip meals.

8. Get regular exercise.

9. Celebrate the things that are going well in your life.

10. Do some simple breathing exercises. It has been proved that the regular practice of breathing exercises can reduce stress and anxiety, lower blood pressure, increase energy and concentration, create a deeper connection to body and the emotions, etc.

11. Trust others in the team, take the risk to share some of your workload and remember no one is indispensable.

Researchers looking into children's recovery from trauma have noticed that not all kids react the same to traumatic events, with some children recovering quicker than others, or coming out stronger from the experience. In order words, some children showed greater resilience than others.

Following this observation, the researchers discovered a number of 'protective factors': conditions which increased resilience.
These factors can be placed into 8 categories,
illustrated by the Resilience Wheel below:
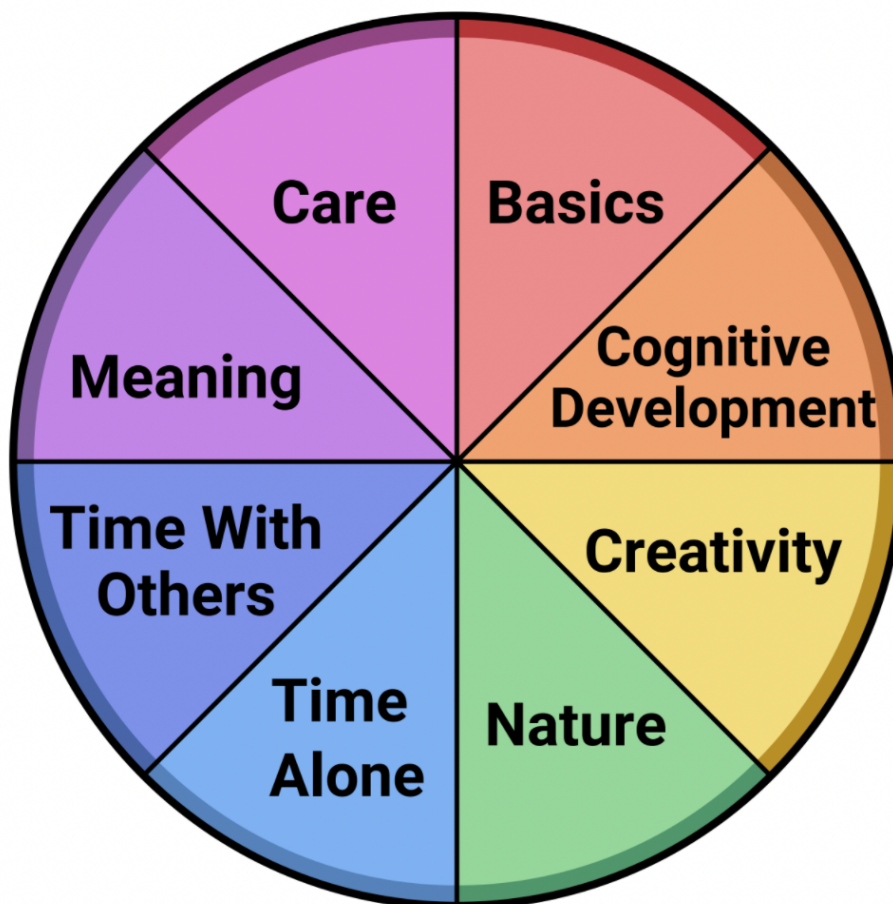
The categories of the Resilience Wheel can be used to develop strategies that build resilience, restore energy, and allow us to recover from stressful or painful situations and learn from them.

Basics

Food, sleep, rest, medical care, safety, rhythm and routine
- (Re)install a daily rhythm and routine
- Make sure you eat and sleep well, in a healthy and regular way
- Don't ignore physical or mental reactions and get extra help if/when you need it
- Invest time and energy in a safe setting, space or location

Cognitive Development

Problem solving skills, self-control, self-efficacy, learning processes.
- Provide yourself with meaningful tasks that are within your reach Invest in evolutionary learning (action,reaction,reflection, analysis, planning) and incorporate strategy and long-term visions in your action planning
- Share knowledge, wisdom and experience, by using the 'each one teach one' principle and skill-sharings
- Practice meditation or mindfulness for self-regulating skills

Creativity

Imagination, expression
- Integrate creative forms of expression (music, dance, arts, construction, poetry, storytelling etc.) on both a personal level (e.g. for processing high-stress events) and a group level (e.g. in different action forms)
- Find a balance between the good practices of the known and innovatory exploration of the out-of-the-box (e.g. in organisation, decision taking, action forms)

Nature

Connection, rootedness
- Open up to the restorative power of nature
- Integrate flora, fauna, season/day cycles, the diversity of landscapes and the elements in your resilience strategies

Time Alone

Resourcing, self-awareness
- Reflect on your personal resilience strategies/activities for time alone and integrate these in your daily rhythm
- Check in with yourself on a physical, mental and emotional level before taking decisions: make it a conscious decision instead of a reflex
- Practice non-judgmental observation

Time with Others

Connection, recharging, relaxation, celebrating accomplishments
- Commit yourself to resolve conflicts from a positive starting point, use non-judgmental observation
- Deliberately create moments to check in on a personal and interpersonal level
- Participate in trainings and prepare your actions thoroughly as a group
- Celebrate together what has been accomplished
- Invest in moments of play, nature, music and all other things that make life beautiful and worthwhile

Meaning

Motivation, life questions
- Reflect on your personal motivation for activism and deliberately value this
- Combine a long term vision with 'pacing' (it's a marathon, not a sprint!)
- Consciously invest in a connection with the here and now
- Search for your own form of spirituality and deeper meaning, create your own rituals to mark important moments in processes

Care

Tutorship, community care
- Take care of each other by using buddy systems, not only during actions but also afterwards
- Set up after-action affinity groups, combining different levels of experience and different resilience strategies
- Take the care for yourself seriously and be aware of avoidance mechanisms such as isolation, substance abuse or workaholism
- Make use of supportive structures such as a legal team or other things within a larger action
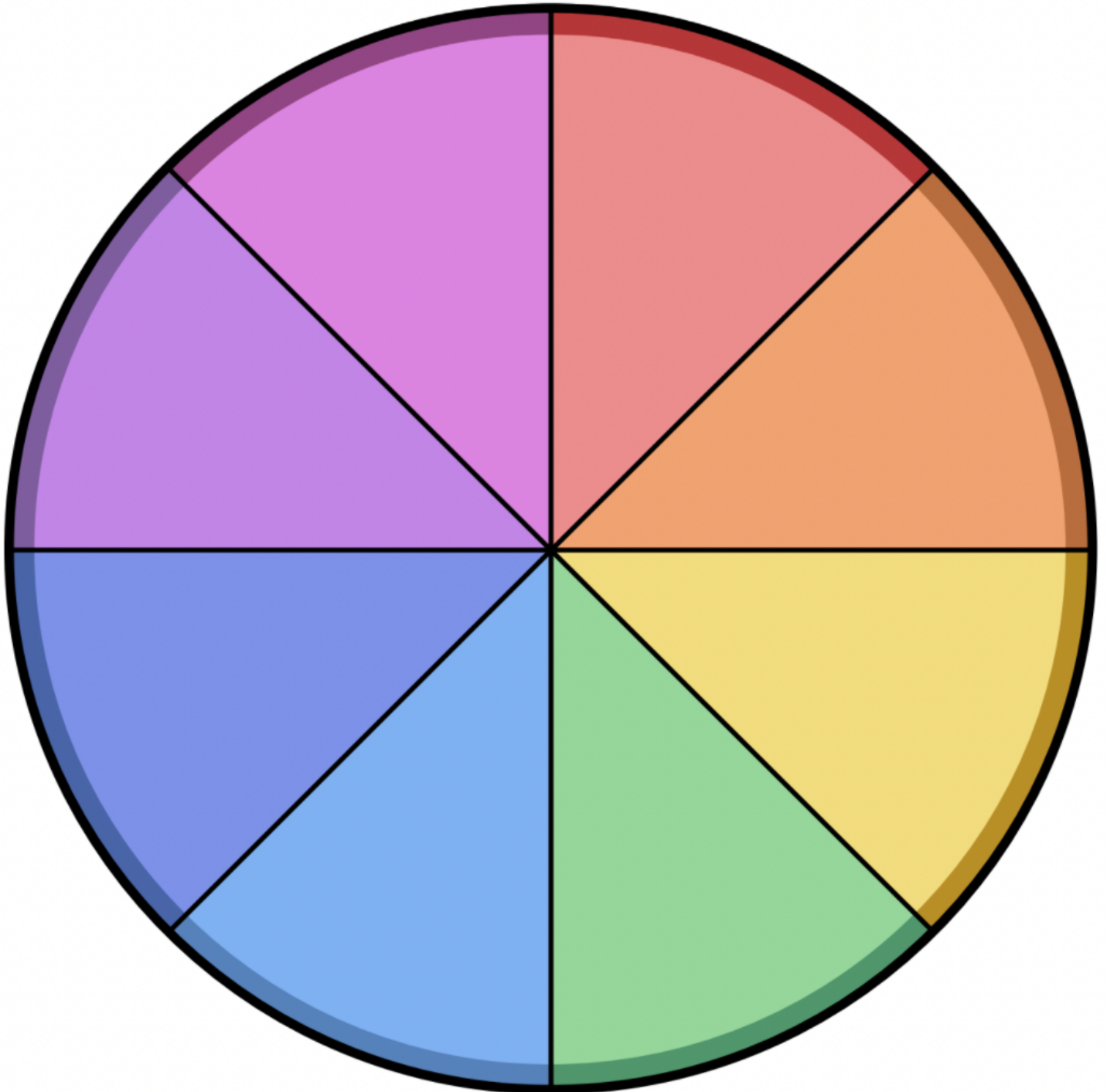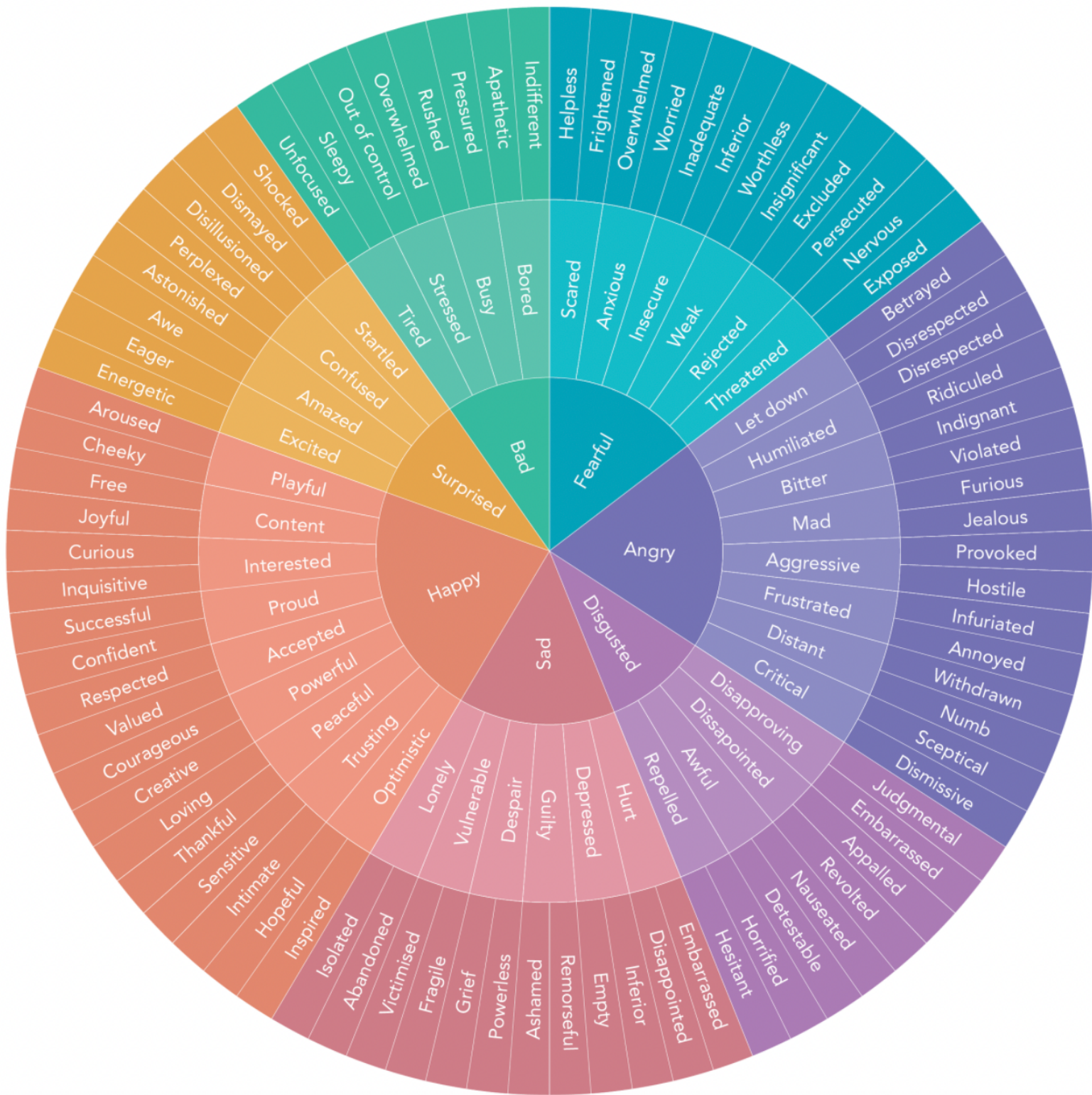
Try it out!
Think of some of the things you do to help you get through difficult times and use the template on the next page to create your own Resilience Wheel!

The Feelings Wheel

Inner ring: Fearful, Angry, Disgusted, Sad, Happy, Surprised, Bad

Bad: Indifferent, Apathetic, Pressured, Rushed, Overwhelmed, Out of control, Sleepy, Unfocused, Tired, Stressed, Busy, Bored

Fearful / Scared: Helpless, Frightened, Overwhelmed, Worried, Inadequate, Inferior, Worthless, Insignificant, Excluded, Persecuted, Nervous, Exposed, Anxious, Insecure, Weak, Rejected, Threatened

Angry: Betrayed, Disrespected, Disrespected, Ridiculed, Indignant, Violated, Furious, Jealous, Provoked, Hostile, Infuriated, Annoyed, Withdrawn, Numb, Sceptical, Dismissive, Let down, Humiliated, Bitter, Mad, Aggressive, Frustrated, Distant, Critical

Disgusted: Judgmental, Embarrassed, Appalled, Revolted, Nauseated, Detestable, Horrified, Hesitant, Disapproving, Disappointed, Awful, Repelled

Sad: Inferior, Disappointed, Embarrassed, Remorseful, Empty, Ashamed, Powerless, Grief, Fragile, Victimised, Abandoned, Isolated, Hurt, Depressed, Guilty, Despair, Vulnerable, Lonely

Happy: Inspired, Hopeful, Intimate, Sensitive, Thankful, Loving, Creative, Courageous, Valued, Respected, Confident, Successful, Inquisitive, Curious, Joyful, Free, Cheeky, Aroused, Energetic, Eager, Optimistic, Trusting, Peaceful, Powerful, Accepted, Proud, Interested, Content, Playful

Surprised: Excited, Amazed, Confused, Startled, Awe, Astonished, Perplexed, Disillusioned, Dismayed, Shocked

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Checking In

Rather than just asking someone ' How are you', as we are conditioned to respond to this with a 'fine' answer, checking in helps you spend a bit more time thinking about how you really are in a given moment, and to be able to share what's going on with your family, friends and campaign group. It's also a way to connect with another person in an authentic way

Number, Emotion, Sensation, Thought, Resources - NESTR

N = Number from 1 (super available/not activated) - 10 (totally unavailable/activated)

E = Emotion (what emotion is most present? anger, sadness, joy, agitation?)

S = Sensation (what are you aware of happening in your body? where?)

T = Thoughts (what's on your mind, or where is your attention?)

R = Resource (where can you connect to your body to be present - breath, feet, bum)

You can also use this tool with yourself, to check in with how you are feeling in the moment.

Sometimes it can be hard to truly name our feelings and emotions, and The Feelings Wheel can help you pick out feelings that feel most relevant

CAMPAIGN BOOTCAMP

Rooted in Resistance

Good luck with your campaigns!

Thank you!

Handout Pack 2021