



The Campaigning Union

Unite reps campaigning toolkit

*A guide on how to plan, implement and
win community campaigns*

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Introduction

Unite believes that YOUR ORGANISATION and YOUR COMMUNITY is worth fighting for! Together we can stop the cuts and build a better more inclusive and just society for the future.

Campaigning is fundamental to a strong civil society and democracy. Democracy works best with active, informed and organised communities that take control over their own lives to work for social improvements for all.

This guide aims to give Unite members the skills and knowledge to plan, implement and win campaigns about issues facing them, their community and the organisations they work for.

Trade unions have a proud record of campaigning both to improve the terms and conditions of our members and on broad issues that effect society as a whole. All the major improvements in social and employment legislation – including the welfare state, the NHS, free education, health and safety, challenging discrimination, and the national minimum wage - are as a direct result of trade union and community campaigning. These long and hard-fought national campaigns are only one side of campaigning. Just as important are the campaigns being run locally in communities and inside workplaces up and down the UK and Ireland.

“If we fight we may not always win, but if we don't fight we will surely lose.”

Planning your campaign – the basics

When starting a new campaign it is crucial to think strategically about what you hope to achieve. It is no good rushing off to organise demonstrations, public meetings or leafleting without first understanding how this will help your cause.

A good start is to consider what a campaign actually is. This definition can help:

“A campaign is an organised and coherent series of actions and objectives that together work towards the achievement of a big over-arching aim.”

What does this mean?

- 1. AIM:** First define your aim/purpose. This is the outcome that the campaign hopes to achieve in order to be successful (e.g. save a local youth centre, stop cuts to legal aid, change government policy on disability). This aim is the final destination that all campaign activities should work towards.

It can help to write a short ‘mission statement’ – yes, it’s an irritating phrase, but you do need to

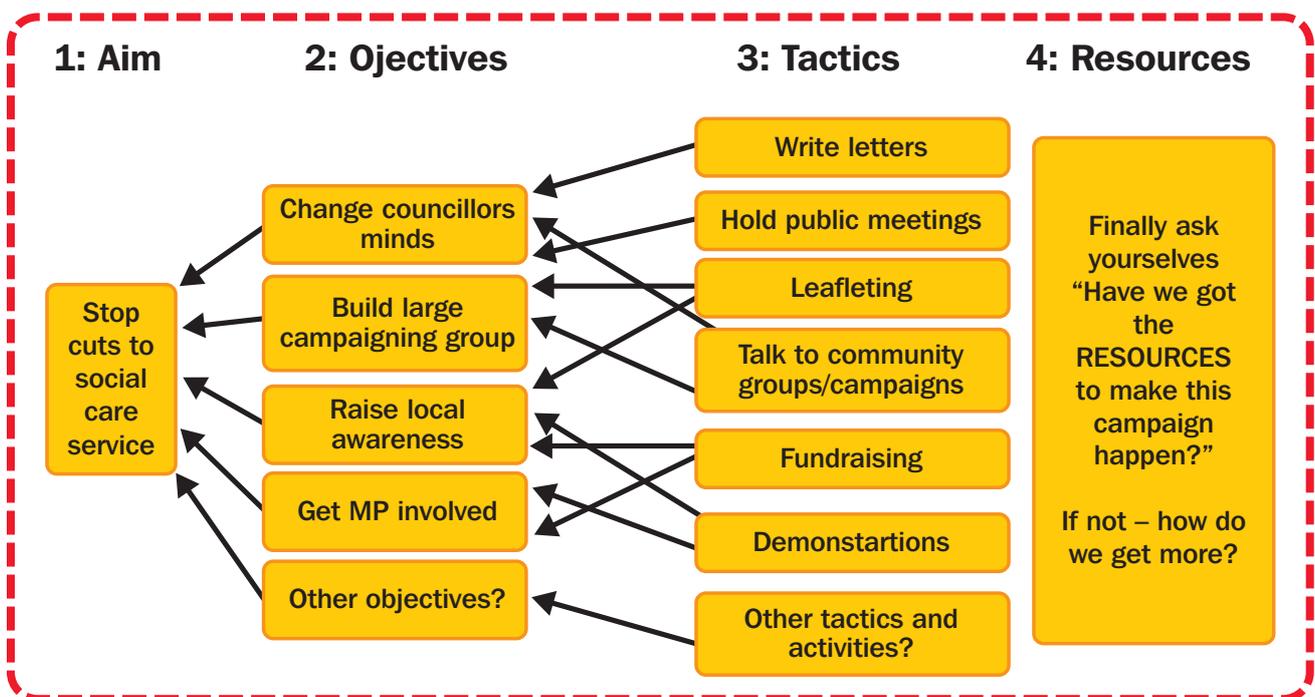
define precisely what you are trying to achieve. By discussing your aims at the beginning of your campaign – and sticking to them - you will be less likely to get sidetracked into tackling other issues.

- 2. OBJECTIVES:** These are smaller more achievable outcomes that build towards fulfilling your AIM. For example attracting media attention or raising awareness, building a large local campaigning group, bringing local councillors onside. It is also important to consider who can actually influence your overall campaign aim?

- 3. TACTICS AND ACTIONS:** Once you are clear on your AIM and OBJECTIVES you can plan the TACTICS and activities that you need to make it happen. Writing and distributing leaflets, setting up an email or twitter account, organising a public meeting or staging a sit-in in your local council chamber are just some of the actions to consider. Think carefully about which tactics are most likely to bring about change. Some actions can alienate people that you may want on side later, in other situations this might not matter.

- 4. RESOURCES:** Do you have the resources you need to campaign effectively? For example how many people are involved? How much money do you have? What skills do you have? Do you have access to meeting space? Or connections to decision makers? If you do not have enough, is there a way to get more?

*Remember think **strategically, plan and co-ordinate** your actions in the best possible way in order to make the most impact.*



Research the issue

Know your facts – jumping in without solid evidence to back up your claim wastes time and energy. It can also reinforce the stereotype of activist groups as highly vocal, but largely uninformed. That stereotype is often used as an excuse for dismissing calls for greater public participation in local decision making.

Influencing decision makers – Who are the people who will actually be able to deliver your objectives and campaign aims? E.g. local politicians, national politicians, business leaders, union leaders, church leaders, funding bodies etc. Think about how best to influence these people? Can you bring them on side or does pressure have to be exerted in other ways.

Timescale – How long should your campaign last?

It's hard to know how long a campaign will take. But it's advisable to set yourself a date for your campaign to end. It's easier to get support from colleagues if they know it's for a given period.

Take some time to think about your campaign and draw up a timeline – a diary of events and deadlines. Are there any events happening over the course of your campaign on which you can piggy back? For example, finance committee or main council meetings open to the public. Protesting outside meetings is a great way of gaining local media coverage.

Make sure that this is referred back to and evaluated once you have started, that way you can be realistic about what you are trying to achieve.

Organising

Building a campaign team

Getting people involved in a campaign increases the chances of success. If a campaign is run by too few individuals, they run the risk of 'burning out', while colleagues who have not been involved will feel excluded. Involve as many people as possible early on; this gives everyone a sense of ownership of the campaign. Sharing the burden has a double importance:

- **Impact:** If we are to achieve our goals we need to spread the workload. Different people have different talents, no one has infinite amounts of time – actions & campaigns will benefit from wider input
- **Empowerment:** Spreading skills makes people feel involved and ensures the next generation can sustain the campaign long after we're gone. It helps build broader experience, sustainable groups and strengthens our values that collective action is the best model for social change.

Running meetings

Call a campaign meeting and invite as many people as possible/sensible to come along – even people who are not usual activists.

It is important to think carefully about how you run that meeting. A poorly run meeting can make or break a new group. Make sure there is wide buy-in to the format and processes of the meeting, a clear agenda, democratic decisions making process and a clear set of out-comes and action points. Think about the environment you hold the meeting, how can the seats be arranged to make people feel most involved and whether the space is welcoming and hospitable. Do you know an experienced chair/facilitator who can steer discussions and keep the meeting to time?

Some ideas to keep people active and informed:

- Meet regularly - use the same time and place if possible to stay consistent
- Always have a sign-in sheet at meetings that includes contact information. Use the sign in sheet to immediately start a database of your members and allies
- Encourage people to volunteer for active roles in the group, such as a calling committee, a media spokesperson, etc
- Spread the workload and involve as many people as possible—people are there to contribute, so keep them active and they'll stay involved!
- Ask group members to invite others
- Don't try and do everything yourself—good leaders know how to delegate
- Try and use as many ideas as possible—it is very important to increase group members involvement in the decision making process
- Create a weekly/monthly newsletter to update group members. If most people use email, then email may be the cheapest and most efficient way to distribute the updates
- Start a website
- If your issue is more complex, have a mini-training event—make sure new group members know your message and are kept up to date with decisions that have been made

Building alliances

Given the massive scale of the cuts facing communities across the country, it has never been more important to build strong alliances with groups that share our aims. Joining forces with other trade unions, community action groups and service-users will make the government, the public and media sit up and take notice.

Some examples include: pensioners groups, churches, local political parties, sympathetic journalists, councillors, diaspora groups, other local campaigns.

Campaign Actions and Tactics

What you will need – materials such as leaflets, posters and stickers all take time to produce. Work out when you will need your materials and then work backwards to establish deadlines. Nothing happens by magic – if you want to produce an A5 flyer (that's a fairly small leaflet) it takes time to write, design and print.

Don't re-invent the wheel – you may be able to use some of the generic materials available on the Unite website. **www.unitetheunion.org**

There are many tried and tested campaigning tools that you can use to generate interest in your campaign. Choose from the campaigning mix – or you may create some new ideas that will suit your campaign and help others in the future.

Ideas for the campaigning mix:

- Leaflets, Posters, Stickers
- Placards
- Demonstrations
- Family days
- Air balloons
- Petitions
- E-mail communications
- On-line surveys
- T-shirts, baseball caps etc
- Internet
- Postcards
- Media: press releases
- Letters to the local press
- Calls to phone-in programmes
- Letters to MPs
- Parliamentary Early Day Motions, parliamentary questions
- Visible presence at fairs, country shows
- Parliamentary/council lobby
- Photo opportunities – posh phrase, but it really only means setting up something to support your campaign which will make an interesting picture
- Direct action
- Adverts (£££)
- Community/coalition building
- Open meetings
- Gaining support of local papers
- Gaining support from other organisations and other interested parties like service users and tenants

Organising actions and demonstrations

- Publicity
- Do you need police permission?
- Think about the safety of people on demonstrations
- Aims and timing
- Do you need props and banners?

What makes a good campaign?

Here's some characteristics of a good campaign...

- it achieves its stated aims
- well planned / organised
- strategic & relevant
- it has a coherent message
- inclusive, both for the group and new people wanting to join
- enjoyable for participants
- ideally it gets a positive reaction from general public
- it has a sense of humour
- positive media coverage
- the campaign prevents something bad happening
- original and eye-catching (props, banners, colour, noise)

Publicising your campaign

Communications strategy

Communicating is central to any campaign. If nobody is aware of your campaign then you will not win it. You will probably have several audiences with whom you will need to communicate:

Internal – your members, other employees and allies. How will your campaign team keep the wider membership on board? Make sure to gather email addresses to communicate quickly and cheaply. Use staff notice boards, newsletters, hold regular open meetings.

External – the public and decision makers. How is your campaign going to build awareness and public opinion? How can you access local, regional and national media, you can use web based media to get your message far and wide.

Why use the media?

Using the media is the most effective way of getting your campaign message to a wider audience. It is a powerful way to influence decision makers in your campaign especially if they are elected i.e. the Government, your local councillor or MP. You will have better bargaining power if your campaign has strong public support.

Creating media interest

How do you make your campaign a story for the media?

- Think about your **audience**. If your local authority cuts funding to your service, highlight the effect this will have on the local community – how will service users suffer? Use examples that people can understand. For example, the loss of your service means that xxx number of vulnerable people you help to secure suitable housing will be left to fend for themselves, putting extra strain on the State. Think about who else will be interested and share your concerns.
- **Facts** are key, but getting the **human side** of the harm the loss of the service will cause to service-users is just as important.

Using research

Journalists love new research and you can use this as a news ‘hook’ for your campaign. You could try surveying tenants, service users or staff about the way they view a service. You may also have access to information about money being wasted. It is very useful for Unite’s research department to have an overview of what is happening across the country.

You can contact the Unite Research team by emailing research.enquiries@unitetheunion.org with what is happening in your patch. The union can then use this information to create national media interest.

Media outlets

Direct your message to the appropriate media outlet. The importance of local papers should not be underestimated. Most national stories are handled by the union’s communications department. But there is no reason why you shouldn’t try to gain some local/regional coverage. Unite communications department can offer you advice. And remember, you have the advantage of knowing better than anyone else just which media makes an impact in your area.

- Newspapers – national, regional and local
- TV and radio – visuals and available spokespeople
- Specialist/ trade press e.g. Third Sector, Local Government Chronicle, Health Service Journal
- Consumer press
- On-line media
- News agencies

Letters to your local paper

You can email or write a letter to your local paper (you can find out the email/address by looking at the front pages of your local paper). By highlighting your experiences and the effect a government or local authority policy is having, you are likely to get your letter published.

News releases

Journalists, particularly on regional papers, rely on news releases to get information for stories. By writing a news release it will allow you to sharpen your message and to set out the facts in the order of importance which you and the union believe is appropriate. In turn, this should guide the journalist in how the story will be told. So, with careful planning the story will be told 'our' way.

What to include in a news release

- **Get to the point straight away** – in the first paragraph say WHAT is happening, WHEN it is happening, WHO it involves and WHERE it is happening. Ideally, you tell WHY it is happening in that first paragraph. But you may need to move on to paragraph two for an explanation of the 'why'.
- **Remember the basics** – the date, a headline, say it is from Unite, a quote from a relevant spokesperson. Don't fuss too much over the headline – if something clever occurs to you, fine: otherwise, make it simple. Clever people at the local newspaper will make up their own headlines anyway: that's what they're paid to do.
- **It is essential that you include a contact name and telephone number** – for someone who will actually handle media phone calls, rather than ignore them. Make sure details in the press release are accurate and you can substantiate any points you make. If they are opinion, put them in a quote and attribute it to someone. Check with your officer about whether talking to the media will jeopardise your job. It may be better to have a Unite officer as the official spokesperson for the union.
- **Look at the Unite website** – 'latest news' section to see examples of press releases. There's nothing wrong with plagiarism: it's often called research.

When to send out your release

- Timing is crucial to the effectiveness of your campaign. Think strategically - you want to put maximum pressure on your employer.
- Check the deadlines for your targeted media. Earlier in the day is generally best, as regional papers often have early deadlines and regional broadcasters will want to get a recording set up in good time for their programme.
- If you are planning an event and want the media to report it, consider sending out a 'calling notice'. A calling notice should go out in advance of the event (ideally four to seven days in advance for regional media), and highlight the **date** of your event, **where and what** is happening, and the fact that the media can have access: e.g. "reporters, photographers and camera crews welcome"

- If you don't want the media to report the story before a certain time or day, highlight IN CAPITAL LETTERS at the start of the release an embargo date and time, e.g. "EMBARGOED until 00.01 FRIDAY 15 MARCH 2011". But use embargos sparingly: you'll normally only need them if you are issuing some detailed information which requires careful study by journalists. In particular, if you're responding to something which is already 'out there' – like a management statement, for instance – it would be foolish to seek to embargo your reaction.
- Make sure you (or whoever is contact and spokesperson) is going to be available to speak to the media when the news release is issued.

Example of Unite press release:

Date: 20 February 2009

**'CUT FLOWERS, NOT YOUTH SERVICES', UNITE URGES
COVENTRY COUNCILLORS**

Floral displays in Coventry appear to be more important than children and youth services, Unite, the largest union in the country, has said.

As the Conservative-controlled city council prepares to meet on **Tuesday, 24 February** to decide on whether to implement £660,000 of cuts to young people's services, Unite has highlighted the council's decision to restore £92,000 to the city's floral displays' budget.

'We should be nurturing the bloom of youth, not rose blooms', said Doug Nicholls, Unite National Secretary, Community and Youth Workers Industrial Sector. 'The council seems to have a distorted view of what is really important.'

If the council votes to prune children and youth services, it will mean the closure of the remaining 14 after-school clubs and 23 summer play schemes, possibly affecting 6,000 primary school children. Staff job cuts are also on the cards.

Unite is calling on the public to lobby councillors as they enter the **Council House at noon on Tuesday, 24 February** for what is expected to be a knife-edge decision.

Doug Nicholls said: 'It is time that the people of Coventry spoke with a united and democratic voice to demonstrate that these services, designed to inspire and care for young people and children in their local communities, can't be lightly discarded.'

The planned cuts to the Children's and Family Education Services, totalling £300,000 for the financial year 2009/10, are coupled with the £360,000 being axed from the Youth Service over a two-year period, (2007/09). The Youth Service gives support and advice on sexual health, drug and alcohol misuse, community cohesion and employment training.

Unite is calling on the council's new Chief Executive, Martin Reeve, who takes up his post on 1 April, to maintain front line services for children and young people, and enter into 'a meaningful dialogue' with the trade unions.

- On 14 February about 400 people joined a Unite demonstration to express their opposition to the cuts.

-ends-

NOTES TO NEWS EDITORS:

For further information, please ring: Unite xxx

Follow-up

- Once you've issued your news release, follow it up with a phone call to the news desk of each of the key publications/ broadcasters.
- Keep interested journalists updated on developments - building good contacts could help with your campaign or for future campaigns.

Photos and stunts

- Use graphics and/or photographs to enhance your case. People usually look at photos before they look at text in a newspaper, and often remember a strong visual image better than what they read.
- For television, the more visual the better. Producers will be keen to mix images with 'talking heads' (spokespeople being interviewed).
- You will need to give your regional newspapers advance notice of any photo calls or picture opportunities, so they can book a photographer.
- Props

Case studies and union spokespeople

- One of the most effective ways to engage an audience and create sympathy for your campaign is to use case studies. People find it easier to empathise with an individual's story.
- Before you send out any news release, pick a couple of members who would be willing to act as case studies and speak to the media. They do not have to be polished performers, but they do have to be open and honest and willing to tell their story.
- Decide who is going to be your spokesperson for the campaign and limit 'spokesperson' quotes and interviews to one or two people.
- Check with your officer about whether talking to the media will jeopardise your job. It may be better to have a Unite officer as the official spokesperson for the union.

Media interviews

A media interview can be the best opportunity you will get to put your case across to the public and win sympathy for your campaign.

Preparation

- When the journalist calls you, find out everything you need to know about the interview request. When is the interview? Where will you need to be? If you can't do the interview yourself could someone else do it? What do they want to ask you? How long will it last? Will it

be pre-recorded or will it go out live? Will there be any other participants, or will you be interviewed alone. Remember to take the journalist's contact details.

- Make sure they get your name and organisation spelled and pronounced correctly.
- Before the interview, gather your thoughts and identify the key messages you want to convey. Stick to one, and certainly no more than three, points you want to make. It may help to write down some snappy phrases - or 'sound bites' - to use in the interview. But once you've written them down, leave them in your pocket. Don't try to read comments, even for radio.
- Think of what an opponent might say to you, and how you would deal with your response, and strengthen any weak points. If you have time, you could practice with a colleague.
- Consider whether it will be beneficial for the campaign for you to do this interview. If it is something you are promoting then often it can be; however if you don't want the publicity (e.g. a sensitive stage in an industrial campaign), feel comfortable about politely turning it down.

The interview

- Check your appearance in the mirror before you go on camera - not just your face.
- Be clear, concise and to the point. A five minute interview may be cut down to 30 seconds, so don't waffle and avoid making flippant comments. Generally, humour and sarcasm just don't work for anyone other than a real professional broadcaster. So stick to saying what you need to say in a straightforward way.
- If the interviewer makes any inaccurate statements in the question, put them right. But do it politely: 'I don't think most people would see the issue that way ...' or 'I think most viewers will recognise that this dispute is really about'. But if the reporter persists in getting it wrong, it may be necessary to be more firm: 'I'm not sure you've fully understood what this is about'
- Try to keep your voice tone as positive as possible, and your body language open and honest - you want to appear reasonable and confident.
- Ask someone to tape the interview for you so you can review it and learn for the next time.
- Try to stand with or alongside some of your campaign branding – identification with the campaign is important.

“New media”

Facebook

Facebook is a very popular networking website. This is predominately used for social purposes by individuals to keep in touch with friends and family. However, increasingly the site is being used by organisations to inform people of their activities and canvas support for particular issues. For instance Unite nationally has a Facebook group. This allows the union to establish an online network of people who want to hear about forthcoming events and get behind the campaigns that the union is supporting.

Twitter

This is fast becoming a popular resource for so many people, from celebrities, MPs and organisations. This website allows the user to post short messages (140 characters, the length of a standard SMS text message) to inform people of their latest news. Like Facebook, organisations use it to update followers of latest news and campaigning information. Unite uses Twitter in its national and industrial campaigning.

Set up a website or blog for your campaign

The simplest way to make your own website is to set up a BLOG – e.g. www.blogger.com or using <http://wordpress.org/>. These are free to use and relatively simple to make look nice. Keep designs simple and clear. Make sure you include contact details for people interested in knowing more/getting involved.

If you have the know how you can also set up a more sophisticated website. It is relatively cheap to get web hosting but the design time can be expensive. Think carefully about the resources you have at your disposal as a half finished website can sometimes be worse than no website.

Using web resources that already exist

There are various national resources for campaigners and activists to advertise events. One of the newest and most high profile is the UK uncut website. This allows people to sign up and be put in touch with local people interested in campaigning against local service cuts. It is free to use and you will be able to post events and meetings up on their map. This will alert others about your meetings/events and actions.

Other resources for publicising events include

1. False economy
2. Blogs like LabourList, Left foot forward
3. Unionbook
4. Hyperlocal campaign blogs – found through Openlylocal.com
5. www.uniteforoursociety.org

Lobbying, Political Campaigning and influencing decision makers

In many cases the decision makers you will need to influence will be publicly elected representatives.

Unite as a substantial network of affiliated councillors and MPs and the Unite political department will be able to help you contact these. They can be contacted by emailing: **political@unitetheunion.org**

One of the best tools for lobbying elected representatives is: **www.writetothem.com** or **www.theyworkforyou.com**. These allow you to find all your elected representatives simply by putting in your post code. Once you have found them they also let you research their opinions about issues and write an email or fax which gets sent directly to them.

Local government

Getting the support of your local council members for your campaign can be extremely useful. You can find out who your local councillors are and who sits on relevant committees by contacting your council's Information Office via your local authority website. Alternatively, the Direct gov website **www.directgov.org.uk** provides links to all local authority websites by simply typing in your postcode. This information can also be found by looking at The Municipal Year Book at your local library.

Why it's worth lobbying

Lobbying is a great way for letting local councillors know what the impact their decisions have on you, both as an employee and a resident of the borough.

Also, the use of personal experience will make a councillor aware of the issue on a more human level, rather than just the figures and the policy. If the councillor supports your case then you are giving them ammunition for the case, if they do not support you then you are making them respond on an individual level rather than the abstract political level.

There are a number of means by which your local councillor can show support for your campaign:

- They can raise the issue on the council's agenda
- Writing in the local media their support for your campaign
- Influence council budgets
- Provide your campaign with more information

If councillors do not support your campaign, you can also make this an election issue. Is there someone running for election who will support your campaign? If not can you suggest someone?

MPs – Remember they work for you

MPs can also be influential allies. You should write to your MP to say you are a constituent (include your address on the letter so they know you live in their constituency).

Constituency MPs are a good means to bring matters to the attention of the government. An MP's postbag is a good barometer of issues affecting their constituents. If an MP raises an issue with a minister, they have to receive a reply.

Again MPs can be contacted via www.theyworkforyou.com or alternatively you can find the name and address of your MP call the House of Commons information line on 020 7219 4272 or look at <http://findyourmp.parliament.uk/>. All MPs can also be written to at the House of Commons, Westminster, London SW1A 0AA.

You should use your letter to set out what you wish to lobby them about. This should ensure that any reply offers an opinion on the issue from the MP, thereby allowing you to build up a database of support.

You may wish to continue the campaign by trying to attend one of their constituency surgeries where they meet members of the public about any issue you wish to talk about.

These surgeries happen weekly and are normally advertised in your local paper or town hall. Some MPs operate an appointment system for these surgeries; others just operate a turn-up and queue system.

Fridays are a good day to arrange a meeting with MPs as it is the day they usually spend in their constituencies. Remember, MPs like nothing better than to have their photo in the local paper; being seen to be doing something for constituents/potential voters is important for them.

The crucial addition to the lobbying you can provide is the personal dimension. You should always emphasise how the government's policies are affecting you, your family and friends – especially if they have a vote in the MPs constituency.

Also, the use of personal experience will make the MP aware of the issue on a more human

level, rather than just the figures and the policy. If the MP supports your case then you are giving them ammunition for the case, if they do not support you then you are making them respond on an individual level rather than the abstract political level.

There are a number of means by which your MP can show support for your campaign:

- By writing to the relevant minister.
- By sponsoring an Early Day Motion (Unite's political department can assist with this)
- By raising the matter by means of an adjournment debate.
- Writing in the local media of their support for your campaign
- Presenting a petition to parliament

Freedom of information

When lobbying public sector bodies it is good to remember that these are subject to the Freedom of Information Act. This means that they are obliged to provide you with reasonable information regarding their work and organisation assuming it does not breach commercial confidentiality rules or compromise a person's personal information under data protection rules.

This means you should be able to access information about hospitals, local governments, quangos, central government departments, schools and any other organisation covered by the act.

All you have to do is ask them and under the FOIA 2000, they will need to respond within 20 working days. The easiest way to do this is through www.whatdotheyknow.com

If you need help contact the Unite research department:

research.enquiries@unitetheunion.org

Private and Not for Profit organisations

In some cases a campaign will involve either a private company or voluntary sector organisation. As with political lobbying influencing or campaigning around these organisations requires an understanding of who makes decisions within them and how they are influenced.

Aims and objectives

Companies vary radically in size, shape, structure and focus but one thing that all private companies have in common is the aim to make profit from their product or service. In other words the ultimate motivator is the bottom line.

Charities and not for profit organisations in contrast, while needing to stay afloat are motivated by other aims.

All such organisations are of course made up of many different individuals who work for them and these people do not necessarily agree with everything that their employer does. These people can make a difference across the organisation.

Have a think about who are the decision makers in the company:

- Can you lobby the chief executive and other directors of the company?
- Does the company have any subsidiaries or a parent company?
- Who are the major shareholders or charity trustees? Can you raise an issue with them?
- Do they have any contractual relationships that could be used as a lever? e.g. suppliers and clients? In the case of the charity and not for profit sector are there any funders or grant making bodies that could influence them?
- Can you pressure the organisation through their public image? Brand damage is a powerful tool but be careful not to encourage libellous action through your campaign. You cannot use an organisation's logo on your materials unless you have their permission.
- Are they involved in any public events that they are running or sponsoring?
- Is there a way to influence consumers or other stakeholders?
- Does the organisation have a recognised union? Be careful not to alienate them as they could assist you in your campaign.

Much of this information will be in the organisations annual report. This can usually be found on their website or accessed through their registering organisation (e.g. Companies house, the Charity Commission).

Careful research is the key. Unite's research department can help you with this:

research.enquiries@unitetheunion.org

Recruitment

Unite is the Britain's biggest union, with over 1.5million members. The union's reputation for fighting for justice is growing.

Make sure that you capitalise on the campaigning you do by using it to recruit and organise new members. Promoting a campaign within your workplace offers you a great opportunity to speak to non-members and demonstrates the relevance of Unite in the workplace.

Encourage people to join online. www.unitetheunion.org

Evaluating your campaign

The obvious way to evaluate your campaign is to ask whether it achieved its goal. But apart from this simple question, you might also want to think about other areas. Did you build broad-based grass roots support? Did you raise the union's reputation in the media and among your members? Did you recruit new members? Have you made a difference? Should you continue? Take time to sit down with your key campaign team and learn from what worked and what you would do differently next time.

Conclusion

"If we fight we may not always win, but if we don't fight we will surely lose."

For an effective campaign you will need a good team of people working with you. Don't be over-ambitious; just take on what you believe can be achieved with the help of the people and resources available.

Good luck with your campaign!



Useful contacts and addresses

Unite regional offices

Contacts for these can be found via the Unite website www.unitetheunion.org/regions.aspx

Unite research department

Contact via research.enquiries@unitetheunion.org

Unite political department

Contact via political@unitetheunion.org

Unite campaigns & communications department

Unite communications department is a great resource with experienced campaigners and media experts. Key contacts and how they are relevant to you:

Contact via pressrelease@unitetheunion.org

Director of campaigns and communications:

Pauline Doyle –
Pauline.doyle@unitetheunion.org

Head of department:

Alex Flynn – alex.flynn@unitetheunion.org

Campaigners:

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Senior press officer:

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