



Date: Friday, 18th September 2009: 9.30am – 3.30pm

Location: Central Stratford

If you are interested in contributing to a **local child poverty campaign** and learning **transferable campaigning skills** please join us for the repeat of our highly successful **FREE** Campaign Training and consultation:

'Campaigning for Change'

Workshop aim: We will consult with you on your ideas and equip you with the skills to campaign in your borough, specifically focusing on:

- **Engaging the public** – How to build, retain and use support, and how to get involved with our exciting public campaigning activities
- **Working with the media** – What makes a story, how to get coverage and the opportunity to get your project featured in local press as part of the campaign
- **Lobbying decision makers** – Who is responsible for what, and how best to influence them, including preparation for our high profile event with Newham decision makers which will be held in January 2010

The campaign has initially focused on raising awareness locally, but we are now finalising policy asks with participating organisations and will be pushing for real change in the run up to the May 2010 local elections

We need your drive, local knowledge, expertise and enthusiasm for this campaign to be a success, and to improve the lives of tens of thousands of children living in poverty in Newham

To book a place please R.S.V.P. to natasha@ecpc.org.uk

Please note places are limited and this workshop is only open to voluntary and community organisations working in Newham. Although this workshop is free we may be charging organisations a late cancellation fee if places are booked and participants fail to attend without giving due notice.

To find out more, please visit: www.endchildpoverty.org.uk/london

