

Top Tips for organising a Campaign speech or event

Successful campaigns rely on people being aware of an issue and being compelled to take action to make a difference.

There are a number of ways in which you can raise awareness of the extent of child poverty in the UK and then inspire people to get involved in our actions to demand change!

Giving a talk

- Prepare and practise – prepare your talk and then practise it out loud and to time. This is really important and will help banish your nerves!
- Focus on your key message – what is the one thing you want people to remember when they go home?
- Relax and enjoy it. The audience is usually on your side and wants to hear what you have to say.
- Give out campaign materials and our contact details – so people can find out more and get involved.

Organising a Campaign event

- Start simple – a small, simple event can be very effective.
- Take time to prepare – choose an event that you'll have time to prepare for, set aside the time and share out the work.
- Promote your event – word of mouth, posters, community newsletters, local media.
- What's your message? – Be clear what you want to achieve, what action you want people to do and what difference it will make.
- Ask others to help – get a group together or ask others to get involved.

Organising a public meeting

You could have a **speaker meeting**, where you invite representatives of ECP groups to speak on child poverty and then take questions from the floor; or a **campaign meeting**, where people come to hear about the campaign, and how they can get involved. The meeting then becomes more about planning actions, where people may be split into smaller groups, to discuss next steps.

Things to consider:

- Think about what you want to achieve from your event and your target audience. *Is it to inform the public about an issue and gather support, or to challenge elected leaders?*
- Consider the timing. *Would evening or weekend be better attended? Is there time to advertise the meeting, and to invite speakers? Does it clash with any other event?*
- The venue. *Book a venue accessible for people with disabilities, older people or people with special needs.*



- How will you get people to attend? *Who will be interested? Media? Produce some posters and leaflets*
- Think about roles and responsibilities. *Who will be responsible? Who will market the meeting, let the media know, deal with speakers, provide signage or refreshments?*
- At the meeting use the opportunity of having a gathering of interested people to take a photo holding up a banner or posters portraying the messages of the campaign. You can then use this in the local media and send it into us to put on our website!
- After the meeting *write to the speakers and other helpers to thank them for attending. Consider writing a letter or press release for the local press about what took place and what was decided. Ensure the momentum of the meeting is continued to the benefit of your campaign.*

Organising a publicity stunt

This is a public action that is likely to attract media and public attention to your campaign. Stunts can be fun to organise and carry out, and a very effective way of getting media coverage for your campaign messages.

If you can be creative with your stunt and make it relevant to your campaign, you increase the chance of getting it covered, especially if you can make a good image for newspapers and television.

It is important to let the media know what you are doing, and when is the best time to take photographs. Make it clear you have spokespeople who will talk to journalists. Invite your MP or local councillor along to tell them why you are demonstrating.

Think about linking up with other ECP member organisations and local groups. **Tell the Campaign Team what you're doing, find out how we can help and send us a photo to display on our website.**

You could also organise and share transport down to the keep the promise event in Trafalgar Square on October 4th

To plan your journey visit www.traveline.org.uk to find a list of local public transport links or go to www.transportdirect.info which enables you to search a range of transport options and to personalise the search to suit your requirements.

You could hire a Coach for your journey and fill it with attendees from your Campaign events. We advise that you use a local coach operator, for instance via Thompson local, Yellow Pages or Internet search. It is often best to ask other people that frequently book coaches for recommendations, for example schools or churches. One website that may be useful is <http://www.coachdirect.co.uk>

For more details see our Tips for getting to the Keep the Promise event guide.

Any representation of the Campaign to End Child Poverty, its aims, objectives or logo, must be in keeping with agreed uses and protocols as seen on our website – www.endchildpoverty.org.uk.

For more information, contact our Campaign team on 0207 278 6541