

How to run your own Campaign

SCOPE
FOR
CHANGE



easy
read

funded
through



South
East



East



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About Scope



We work together to change people's attitudes and stop things from being unfair.



We want all disabled people to be treated equally and fairly.



Scope for Change is our training programme for disabled people who want to make changes.



We work with people for 6 months to teach them skills and build their confidence.

About this handbook



This book tells you how to plan and run a **campaign**.



A **campaign** is an activity that tries to change something.



There are a number of steps you can carry out to help make a campaign successful.

But all campaigns are different.

Campaigns for disability



There have been lots of campaigns to help make changes for people with disabilities.



Some of these activities have gone on to change laws. For example, the **Disability Discrimination Act** in 1995.

This shows that campaigning can make a real difference.



The **Disability Discrimination Act** was a law which said that disabled people should not be treated differently because of their disability.



A law called The Equality Act has now taken the place of the Disability Discrimination Act.

Creating a campaign



When you know what you would like to change, it is important to think and plan what you need to do.



You need to think about the steps you need to take, to get to where you want things to be.



Here are a list of steps that are helpful to take:

1. Problem – think about what the problem is



2. Answer – think about what you want to change



3. People – who needs to hear about what you want to do?



4. What are the main things you want to be heard?



5. Plan – how can you get your message heard? And what will you do and when?



6. Need – what do you need to make it work and how?



7. Check – did the campaign work?



More about the steps:

Problem and Answers:



Every campaign has an aim.

An aim is the main thing you want your campaign to achieve.



Then you can think about the steps you need to take to achieve your aim.



It is good to break your aim down into small goals, and decide when you're going to achieve each one.

This makes it more likely that you'll make them happen.



People and what you want them to hear

Think about the people who are important to your campaign.



If there are different groups of people, you need to think about how to speak to each one.



You will need to keep everybody up to date about what is happening or what they need to do.



Planning

You now need to think about all of the things you must do to achieve your goals in the campaign.



Here are some examples of the kinds of things often done:

- Petition – this means asking people to sign a form to say they want something to change



- Use social media to talk about your campaign



- Write letters to people



- Ask for more information about something



- Put on a meeting or event to talk to people about your campaign



- Write a complaint



- Have a protest – this is when a group of people meet to say they are not happy with something



Campaigns usually use a number of activities in order to make sure changes happen.



It is also important to think about the time it takes to do each activity.



What do you need to make it work and how?

It is important to think about what you need in order to make your campaign work.



For example, some activities may cost money.



Or maybe you need the help of people who have certain skills.



If you need money you may need to carry out fundraising activities.



Some people raise money by crowdfunding. This is when people donate money on websites like GoFundMe or Kickstarter.

Checking



It is important to keep check of all the work you've been doing.

This is so you can make sure that you're doing the right things and that they are making a difference.



This can also help you think about doing things differently if you need to.

How to influence the government and businesses



A lot of campaigns want the government, parliament, local councils or businesses to change something.



The government

The government runs the country.

The Prime Minister is in charge of the government.



Parliament

The UK Parliament is where laws are made.



Parliament is made up of Members of Parliament (MPs).



Each area of the country has an MP.

They speak up for people in their area and check the work of the government.



It is helpful to find out who your MP is so you can ask them to help you with your campaign.



For more information go to:
www.parliament.uk



A parliament petition

A parliament petition is a good way to make the government and parliament think about your campaign.

If 10,000 people sign it, the government must respond to it.



And if 100,000 people sign it then it must be talked about in parliament.



For more information go to:
petition.parliament.uk

National
Assembly for
Wales



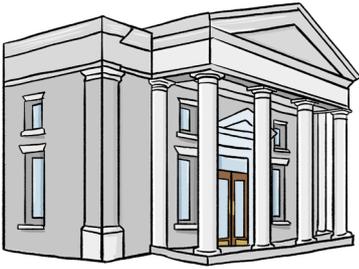
Wales

If you live in Wales some laws are made by the Welsh Assembly.



The Welsh Assembly is made up of Assembly Members (AMs) who are like MPs.

For more information go to:
www.assembly.wales



Local Councils

Lots of services are run by your local council.



But councils do things differently from one another. So it can be confusing.

It may be helpful to find out what your council does and what they are responsible for.



For more information go to:
www.gov.uk/find-local-council



Businesses

Sometimes business can help make changes.



It may be helpful to find out who is the best person to talk to at a business and arrange to speak to them.



It is a good idea to plan what you want to say and think about the things they may say back to you.



Think about how your campaign is relevant to them.

Communication



It is important to be very clear and confident about your campaign.



It is helpful to give your campaign a name.



Think about how you will use social media for your campaign. And how to use the different types.



For example, Twitter is a good way to get a discussion going with important people.



Facebook and Instagram are a good way to get support from other people.



Tips for using social media:

- Write words that you would use if you were talking to people



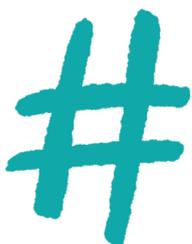
- Don't be rude. Write in a way that treats people with respect



- Find other people who are talking about similar things. They may be keen to help you



- Make it interesting - for example, add photographs and videos



- Use hashtags - a hashtag means this symbol : #. These are a way of helping people find subjects on social media.
For example: #campaign



Storytelling

Storytelling is when you and the people involved in the campaign talk about themselves and what they are doing.



Storytelling can help people:

- Understand the issues of the campaign

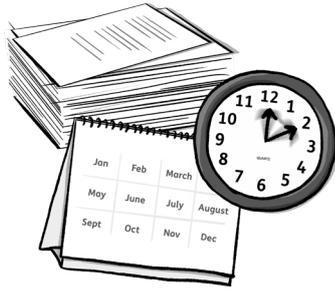


- Feel more involved in the campaign



It is important to make sure people have given their permission for their story to be used.

Look after yourself



Winning a campaign can be a lot of work and take a long time.

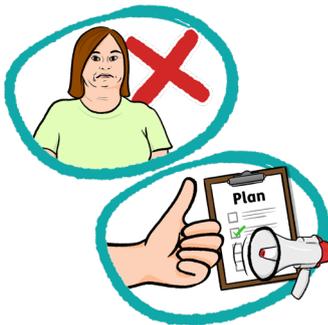


You need to take care of yourself all the way through.

Remember to take a break when you need it.

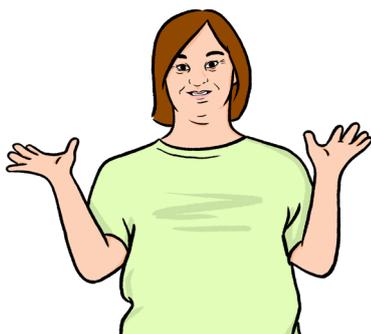


It is a good idea to plan carefully and think about what you need.



It is also helpful to remember that sometimes things can go wrong.

Being prepared for that is a good idea.



Finally, remember to have fun!

Other ways to get involved with Scope



We hope you find this handbook helpful.



There are lots of ways to get involved with Scope.



To find out more please go to:
[scope.org.uk](https://www.scope.org.uk)



Email:
campaigns@scope.org.uk



Facebook: [@scope](https://www.facebook.com/scope)



Twitter: [@scope](https://twitter.com/scope)



Instagram: [@scopecharity](https://www.instagram.com/scopecharity)