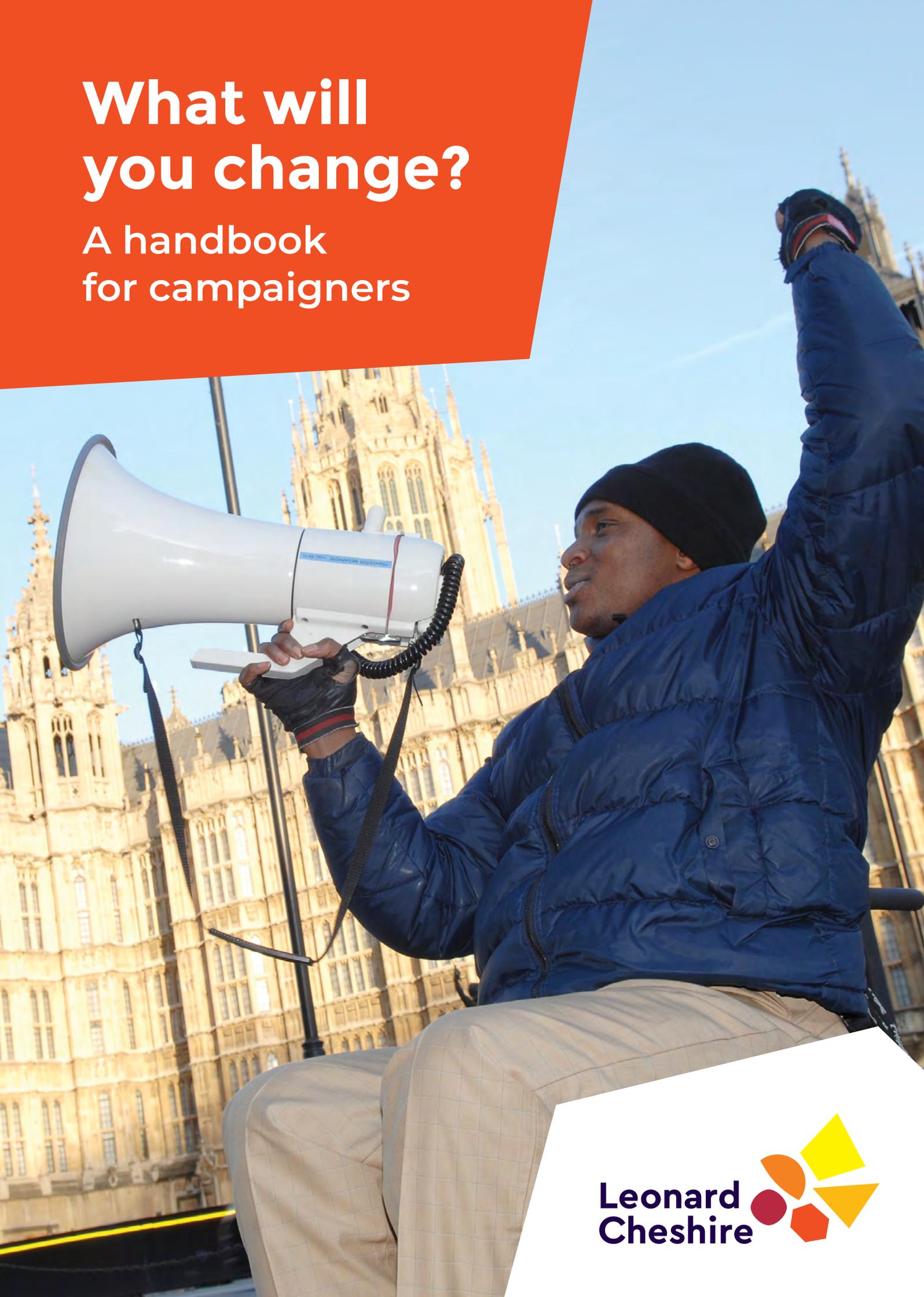


What will you change?

A handbook
for campaigners



Leonard
Cheshire



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You can make a difference

Dedicated campaigners make a huge difference to local communities by championing issues that affect disabled people. We've seen it happen time and time again.

But it's not always easy to know where to start. That's why we've put together this handbook to help you on your campaigning journey – whatever it is you're looking to change. And don't forget, we're always on hand to help.

The Leonard Cheshire Campaigns team

About Leonard Cheshire

At Leonard Cheshire, we support individuals to live, learn and work as independently as they choose, whatever their ability.

Led by people with experience of disability, we are at the heart of local life – opening doors to opportunity, choice and support in communities around the globe.



What is a campaign?

A campaign is when you try and change something for the better – whether that’s policies, practices, or opinions.

Campaigning can transform lives by putting pressure on people and organisations to tackle the discrimination and injustices that disabled people face.

The first step to creating change is to identify what you want to change and why.

Once you know what you want to tackle, there are lots of ways we can try to bring about change. Some of these include:

- **Writing emails or letters to decision-makers like your local MP.**
- **Using social media to get your voice heard.**
- **Arranging meetings to talk to local decision-makers.**
- **Signing petitions.**
- **Organising a demonstration or a march.**
- **Speaking with the media to get your campaign out there.**

“In the 21st century, you have to use technology as one of the tools in the toolkit to bring about social change.”

**Beth Simone Noveck,
author and professor**



Planning a campaign

As we know, it's all in the plan. Remember that well-planned campaigns are often the most successful campaigns.

When putting together your campaign plan, try and answer the following questions to help you stay organised:

- 1. What's the problem?**
- 2. What do you want to change?**
- 3. Who can help make this change for you?**
- 4. What do you want to say?**
- 5. What resources do you have?**
- 6. How are you going to change things?**
- 7. How can you stay motivated?**
- 8. What are your successes?**

We'll now go through each of these questions in turn to help you think about how to plan your campaign. We'll use making train stations more accessible for disabled people as an example along the way.

1. What's the problem?

Ask yourself and others in your community what needs to change. Identifying the problem might be the easiest part of your campaign!

The problem you want to change could be to make your local train station step-free or to get more disabled people into employment. You might find that the problem is a local issue or something affecting people all over the country.

2. What do you want to change?

Once you have worked out the problem, you need to think about exactly what you want to change and how you want it to happen. For example – you want your local train station to be step-free so that everyone can use it.

The change you are campaigning for should be:

- **Well thought through** – make sure you know what you're working towards and what you need to do. Don't take on too much though. For example, start by campaigning for your local station to be step-free rather than trying to install ramps at every station in the country.
- **Clear and easily understood** – present what you're asking for in simple language. For example, talking about stations being 'step-free' is likely to mean more to people than referring to 'accessibility'.
- **Inspiring** – it is inspiring that you want to make change in the world, so get that across to people in your campaign.
- **Achievable** – when thinking about what you want to change, have you got access to most of the things you need to achieve this? This might be asking yourself whether you have enough time, people, and campaign materials.

3. Who can help make this change for you?

In order to campaign successfully it is important to find out who has the power to help make the change happen. Once you have worked out who the decision-makers are, you can start thinking about who can help you put pressure on the decision-makers to make the change you want to see.

For example, if you want to make your train station step-free you could target the rail company that is in charge of managing the station. You might want to ask other passengers for their support in putting pressure on the rail company to make the station step-free.



“Change will not come if we wait for some other person, or if we wait for some other time. We are the ones we've been waiting for. We are the change that we seek.”

Barack Obama,
former US President

4. What do you want to say?

Campaigning is all about convincing people of your point of view and getting them on board with what you are asking. So it's critical that your message is clear and easy to understand, explain what you are doing and why it's important.

In order to make your message as hard-hitting as possible, it's important to use examples. For example, quotes from disabled people who have not been able to get onto the platform at their local station can be a powerful way to illustrate the problem.

Facts and statistics will make your case stronger, so have a few handy that you can use to support your message. A more detailed understanding of the situation will be helpful if you decide to talk to politicians or the media about your campaign.

5. What resources do you have?

When planning your campaign, it's important to think about what resources you have to use. These resources could be:

- **People** - get other people involved in your campaign so you have more support and can think of ideas together.
- **Time** - campaigning can take a bit of time, so make sure you are able to set enough time aside.
- **Money** - not all campaigns need a budget, but sometimes you will need money to cover costs of your campaign such as printing or transport.
- **Campaign props** - for example posters or placards. You might have them already, or you might need to make them.

"I've always tried to campaign for different things, and things keep coming up."

Baroness Masham



6. How are you going to change things?

Now you've decided what you want to change, and you have a clear message, you need to think about tactics. Tactics are really important in helping you to achieve your campaign aim. You might want to use a variety of ways to campaign. Here are some common tactics (but feel free to get creative!):

- **Form a campaign group** – enlisting the help of your friends and community will make your campaign even stronger and help to spread out the workload.
- **Get the public involved** – reach out to your community and organise a meeting to tell people about your campaign. This is a good way to get more people involved and build support.
- **Chat to your representatives** – your local councillors and MP are there to make sure your opinion is heard so get in contact to tell them about your campaign. You could email them, write to them, or even tweet them. You'll find links to how to do this at the end of the handbook.

- **Start a petition** – these are great to show how much support you have. You could wait at your train station and ask other passengers to sign, or leave a copy of the petition in nearby shops. You could also start it online and share it over social media. Once you have enough signatures, present it to the person who can make the change for your campaign.
- **Use social media** – Facebook, Twitter, Instagram and other social media channels can be great platforms to help get you support. Share updates and pictures of your campaign on here to keep people updated. Ask people to share your campaign too, particularly if you have an online petition for them to sign.
- **Speak to the media** – your local newspaper might want to publicise what you are campaigning on. Get in touch and ask them to run a story on your campaign. Tell them why your issue is important for the local community. You might also want to write to their letters page or write a blog post for their website.
- **Organise a campaign stunt** – this can really get your campaign noticed by the media. A stunt can raise the profile of your campaign so that more people are aware of it and will support it. This can force action to be taken. For example, you could arrange for several people using wheelchairs to arrive at your local train station at the same time and wait at the bottom/top of the steps.



7. How can you stay motivated?

Campaigning for change can take a while, so it's important to remind yourself of your achievements. Perseverance and patience can take you a long way.

If you find yourself losing motivation, try reminding yourself why you started your campaign. You could also talk to your campaign group and get their encouragement to keep going. Remember to look after yourself while you're campaigning and take time off if you need to. Your campaign is important, but so is your wellbeing.



"Alone we can do so little; together we can do so much."

**Helen Keller,
author and
disability activist**

"When the whole world is silent, even one voice becomes powerful."

**Malala Yousafzai,
education activist**

8. What are your successes?

It's important to recognise the successes you have along the way, as well as hopefully the success of achieving your campaign goal.

Remember, it's not always about the end goal. There are plenty of other good things to come from your campaigning too. For example, it might take quite a bit of time to convince a rail company to install lifts at your local station. Making people more aware of the problem is a big achievement.

Here are some of the successes your campaign might have achieved:

- **Raising more awareness about an issue.**
- **Bringing the community together.**
- **Helping to represent the views of disabled people.**
- **Learning more about campaign tactics.**
- **You and your fellow campaigners having fun.**
- **Identifying other important issues that affect disabled people.**

Every campaign makes a difference, so remember to share your successes with as many people as possible.

What are the dos and don'ts of campaigning?

Dos

- **Do work in partnership** with other people and groups interested in your campaign and already doing work in the area.
- **Do gather facts** and statistics to back up your campaign.
- **Do include personal stories** about why your campaign is important and who it affects.
- **Do get in touch with Leonard Cheshire** if you have any questions about campaigning, at campaigning@leonardcheshire.org
- **Do carry on campaigning!** Change can take a while, but stick at it.

Don'ts

- **Don't forget to plan your campaign** and make sure you're able to manage it all.
- **Don't forget to thank your campaigners** for their hard work.
- **Don't take on too much work.** Make sure you get other people involved and you share out the tasks.
- **Don't get discouraged.** Campaigning is hard work, and you're doing a great job of making change happen.



Leonard Cheshire's Campaign Steering Group

Leonard Cheshire's Campaign Steering Group was set up to advise the Policy and Campaigns team on our work. The group is made up of nine disabled people who are based across the country.

As well as giving us their opinions, the group often act as spokespeople for our campaigns, sharing their experiences of society's barriers. One member filmed a video on being a young disabled person looking for a job, while another was on the radio talking about issues with trains.

We're really grateful for the group's expertise and support in helping our campaigns to be better.

Here's why some of the members joined the group:

"I joined the Campaign Steering Group because I am passionate about supporting disabled people and campaigning so that they receive the same opportunities and rights as non-disabled people."

Anil

"I wanted to be on the steering group because as a disabled person I know there are still many barriers around accessibility and equality that we experience. I want to be involved with campaigns to try and improve things for everyone."

Anna

"I joined Leonard Cheshire because I wanted to get involved and make a difference to people in my community and across the country."

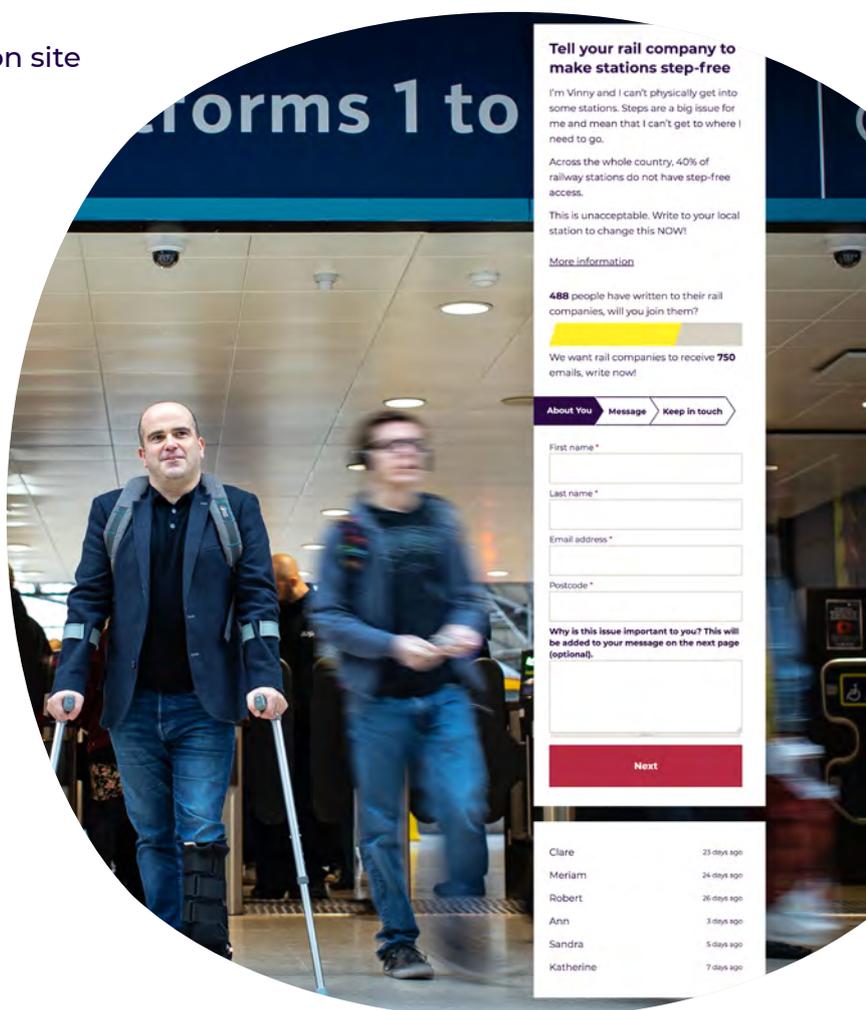
Becky

For more information about the Campaign Steering Group please contact the Campaigns team on campaigning@leonardcheshire.org



Useful links

- Find the contact details of your local elected representative – writetothem.com or theyworkforyou.com
- Set up online surveys for free – surveymonkey.com
- The Department of Health and Social care – <https://www.gov.uk/government/organisations/department-of-health-and-social-care>
- The Houses of Parliament – parliament.uk
- The Welsh Assembly – gov.wales
- The Northern Irish Assembly – niassembly.gov.uk
- The Scottish Parliament – www.scottish.parliament.uk
- The European Parliament – europarl.europa.eu
- Petition sites – www.38degrees.org.uk, change.org or the government's petition site gov.uk/petition-government



Get in touch

**If you're running a local campaign,
we'd love to hear from you.**

You can contact the campaigns team on:

Email: campaigning@leonardcheshire.org

Phone: 020 3242 0200

Facebook: facebook.com/LeonardCheshireOrg/

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

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