

ANOTHER EUROPE IS POSSIBLE CAMPAIGNERS' TOOLKIT



FOTOMOVIMIENTO

INCLUDES:
TEN STEPS TO GETTING ACTIVE
TOOLS FOR CREATIVE CAMPAIGNING
EXAMPLE PRESS RELEASE
WINDOW POSTER

TEN STEPS TO GETTING ACTIVE

So you've decided to get active with Another Europe Is Possible and develop a campaign in your local area. Great! What next? Starting out can be daunting so here are our tips for success.

STEP #1 LOOK FOR ORGANISED ALLIES

Spread the net far and wide to contact local organisations that might be interested in supporting your campaign for a progressive 'In'. We'd recommend getting in touch with your local trades council and union branches, local branches of progressive parties (e.g. Greens, Labour, SNP, Plaid, etc), campaigning groups (e.g. Friends of the Earth, Global Justice Now), and local community organisations active in your area.

Once you've made a list, send them all a short, informal email to sound them out on whether they would be up for working together locally.

STEP #2 TALK TO YOUR FRIENDS AND FAMILY

It's not just about organised groups though. Referendum campaigns often inspire people who weren't previously active in politics to get involved. So why not talk to your friends and family? Social media is a good way of finding out which of the people around you might agree on the need to promote a positive vision for Europe.

STEP #3 GET PEOPLE TOGETHER

Once you've got an idea of who is interested then it's time to arrange a meet-up. Sometimes it's best to just keep things informal – meeting with people who have shown an interest over a coffee to chat about what steps you'd like to take. But it's good to have an idea in advance of what you'd like to get out of the meet-up.

STEP #4 GET INTO CONVERSATIONS

The key to winning the referendum will be getting out there and talking to people who are on the fence and persuading them that they (1) should vote and (2) back the progressive case for 'In'. Once you've got a few like-minded people together why not distribute some leaflets on your local estate? You can either print off your own or order them from info@anothereurope.org (a small donation is requested).

STEP #5 MAKE SURE PEOPLE KNOW ABOUT IT!

To make the most of your work you need to publicise it. Why not take a group photo of your leafleting? Set up a social media account for your town's Another Europe Is Possible group and use it to circulate photos of your local campaigning.

STEP #6 REACH OUT TO THE LIKE-MINDED

So you've done a bit of local campaigning with your initial core group – what next? Hopefully you will have come across more people who agree with you and also want to be active. You might want to think about calling a discussion meeting to invite them to. Or be bolder and take the step of organising a more formal public meeting.

STEP #7 CONTACT THE LOCAL PRESS

Local newspapers are always keen to cover local campaigning – and the EU referendum will have a lot of national visibility, which will prompt local interest. So once you have got a core group together, why not use our draft press release to promote your local campaign to the local press? You might also want to write letters to the local newspaper responding to articles or linking the EU to local issues.

STEP #8 MAINTAIN THE FOCUS AND ENERGY

Start out with a pace you realistically think you can sustain and try to maintain it across the EU referendum campaign. Don't get burnt out!

STEP #9 BE CREATIVE

Don't follow a pre-set script. Bring your own ideas to the fore! Have a look at our tools for creative thinking (next page) for some inspiration.

STEP #10 REMEMBER THAT YOU'RE NOT ON YOUR OWN

Get in touch with Another Europe Is Possible. We can provide speakers for local public meetings and offer practical advice on how to get started up. Email info@anothereurope.org

TOOLS FOR CREATIVE CAMPAIGNING

SHAKE IT UP

Try shaking up your meeting space – get rid of tables, try meeting outside or in a different venue.

WATCH AND LEARN

Watch some videos of creative actions – discuss what you liked about the action and how you thought it was effective.

IMAGINE AN ACTION

Come up with some different scenarios, and with 2-3 minutes of envisioning an action, write a newspaper headline you could imagine being written about the action. What could you do with £30 and 5 friends?

STRIKE A CHORD

Listen to music during your planning meeting – have a playlist with different genres that create different moods.

EAT, DRINK...

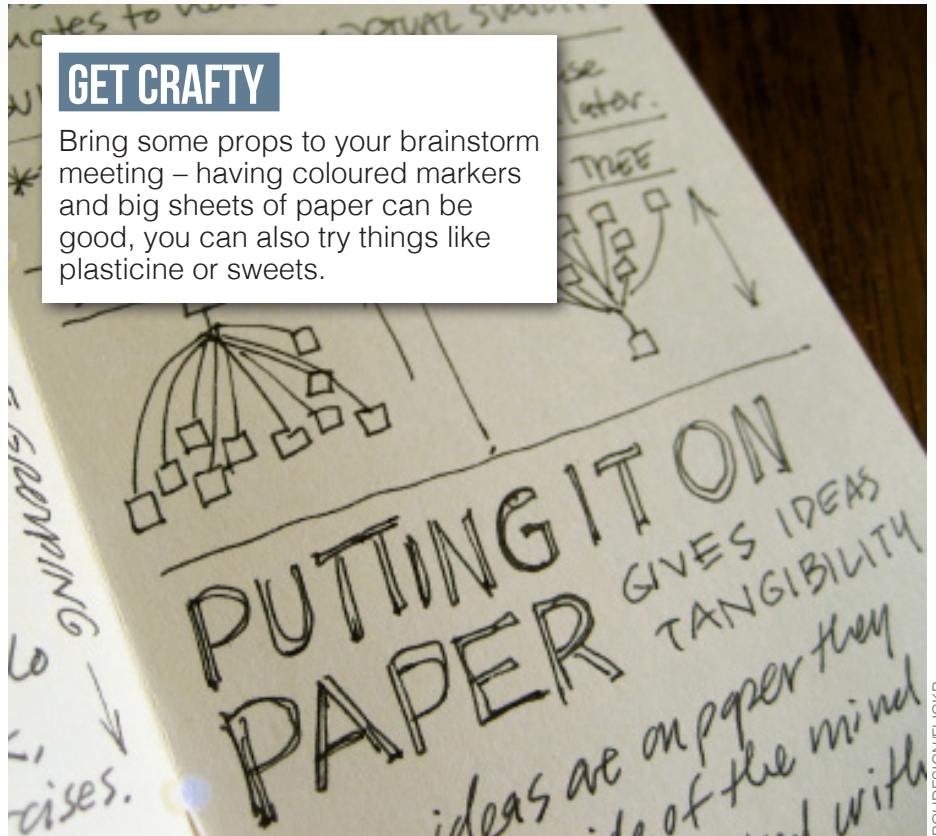
Have food and drink at your planning meeting - hungry people don't think creatively.

GREAT ARTISTS STEAL

Get inspiration from others. You don't always have to come up with something new. There is a long history of creative activism, and you can use past examples as inspiration, and either replicate, adapt or build on their ideas.

GET CRAFTY

Bring some props to your brainstorm meeting – having coloured markers and big sheets of paper can be good, you can also try things like plasticine or sweets.



ROHDESIGN/FLICKR



BRING THE ALBUM

Have printed photos from past creative actions at your meeting that people can look through. (This image shows a junior doctors' 'die-in'.)

WEEKLY BULL/FLICKR

AN EXAMPLE PRESS RELEASE

General principle: Journalists don't read long press releases. Keep it sharp and snappy.

PROGRESSIVE 'IN' CAMPAIGN LAUNCHED IN [INSERT PLACE NAME]

Campaigners have come together to launch [place name] Another Europe Is Possible, a local branch of the national campaign that says, 'Stay in Europe to change Europe'.

[Campaigner name], chair of the [place name] branch said:

"I was getting more and more frustrated by the debate in the national press so I thought it was time to do something. We can't let this become a debate dominated by little Englander nationalism, on one side, and big multinational corporations, on the other. The progressive case for Europe is about social rights, environmental protection, and working across borders to deal with the problems we all face.

"I'm not at all happy with the Britain or Europe we have. They can and must change for the better, to deliver jobs, prosperity and social justice for all. But that means working together across borders – not walking away from the EU. We've established a local campaign in [place name] to promote this positive vision for a different Europe."

For more information contact [your contact details including daytime phone number].

**STAY IN EUROPE TO
CHANGE EUROPE**

VOTE 'IN' ON 23 JUNE

ANOTHER EUROPE IS POSSIBLE

WWW.ANOTHEREUROPE.ORG