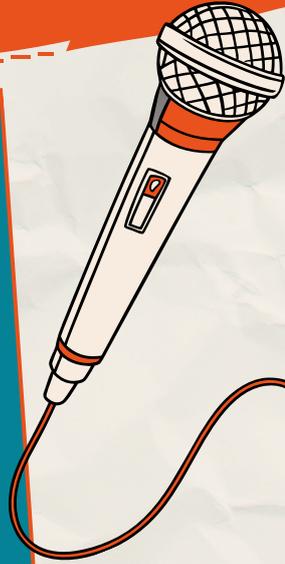# Communicating with your supporters

Cheshire Wildlife Trust

CONTACT LIST

- Your followers
- Local news outlets
- Local radio stations
- Regional press
- Regional TV news

CREATING CONTENT

We're bombarded by emails every day so you need to grab people's attention. Being consistent, clear and communicating your little wins can help build momentum.

CALLS TO ACTION ARE KEY

Whether it's "sign our petition", "email your councillor" or "share this post", create momentum by showing your supporters how they can help.

SOCIAL MEDIA

Top tips:

- Make it visual
- Keep it short
- Spur on action
- Stress the urgency

Use real photos of the areas and species you are trying to protect. In a world of AI and misinformation, authentic communication stands out. If you do use AI, make sure it is clearly labelled and isn't misleading.

Stop Adlington New Town is with **Tim Roca MP** and **3 others**.
10 December 2025 at 11:29 · 🌐

There are around 1200 of us living in Adlington. Not a lot of people and we all understand that there are significant risks of flooding in parts of our parish.
Most residents have driven on roads like this at some point.
In fact in early 2025 Mill House Bridge on the main thoroughfare through the village was badly damaged by a flash flood.
It is still not repaired 11 months later!
We also know that the fields and many trees in Adlington help to mininise the risks.

STOP

IS IT SENSIBLE TO BUILD 20,000 HOUSES ON LAND THAT ALREADY FLOODS LIKE THIS?
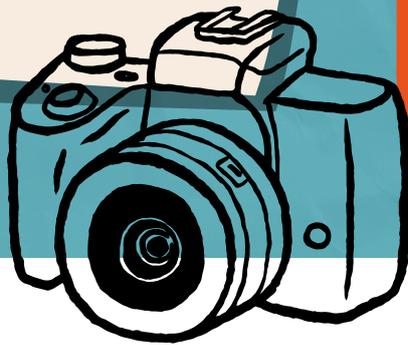
Short and personal

Clear photo

Shocking Fact/Compelling Text

Social media videos

Get filming!

Short, snappy videos grab attention on social media—just make sure you have permission to film the person and location.

Things to Include

- ☐ Scenic cutaways
- ☐ Interviews with experts
- ☐ Species spotlights
- ☐ Facts and figures
- ☐ Calls to action

This can be a lot to fit in to a minute, you can always make a series of short videos that you release over time to keep engagement up.

Chris Packham ✔
@ChrisGPackham
...

Hey @NaturalEngland @TonyJuniper can you please tell us all why @HS2ltd are able to rip up and destroy a population of Water Voles . On a nature reserve . A protected area . Which surely it's your publicly paid job to protect ? FFS what is the point of NE ?

Cheshire Wildlife Trust @CheshireWT · Aug 4
We're extremely sad to be losing Sean Hawkins Meadow, one of our smaller nature reserves, to #HS2. The site is home to endangered water voles and no plans are in place to relocate this population. Sign up for further updates: cheshirewildlifetrust.org.uk/hs2-news-sign

James Melling
Cheshire Wildlife Trust

▶ 48.4K views   0:07 / 1:36

1,093 Retweets 2,612 Likes

Keep it brief
This video was picked up by a celebrity and led to direct conversations with key stakeholders!

Writing a compelling email

Outline the change

Hi _____

Urgency and Timeliness

By doing X you will help us achieve Y.

Why do they need to do this right now? What is currently happening that makes this relevant?

Crisis/Opportunity

What is the crisis you are tackling? What is the opportunity to solve it?

Explain that they are part of a bigger movement wanting to take this action. Explain the power of collective action.
The more people that _____ , the more _____ will _____.

Movement building

Set expectations
Make it clear how much effort is involved. How long will it take? What steps are involved?

Mailchimp is a free platform that lets you reach many people at once while personalising emails.

Pictures are a great way of communicating and make the emails more engaging.

Use a recognisable sender name, such as a key contact or your group name.

Capture attention with your subject without being too 'clickbaity' or misleading.

Buttons are a great way to catch attention, such as "Sign here" or "Find out more."

If more detail is needed, link to a trusted website instead of lengthening the email.

Writing a press release

Writing an article to send to your local press is a great way of getting your message out. Here are some tips to get you started:

- Find the emails of local reporters
- Specify the release date of the story and if you want it embargoed
- Attach your story as a document and into the body of the email
- Attach any photos - use high quality and credit the photographer
- Have a spokesperson ready to be interviewed

Find your local newspaper editor here!

Headline: What is at Stake?

Step 1 – Elaborate on the threat

What is happening?
What will the impact be?
Why is this bad?

Step 2 – Zoom in

What species are at risk?
What is the local reaction?

Step 3 – Zoom out

What is the bigger picture?
Is there something happening nationally to link to?

Step 4 – Quote the expert

What is their reaction?
Explain the impact in more detail
Say what needs to happen.

Step 5 – direct people to action

What do you want people to do?
Provide a link to the action.
Give a deadline.

Step 6 – Get some photos

Showcase your space
Showcase your species
Showcase your experts
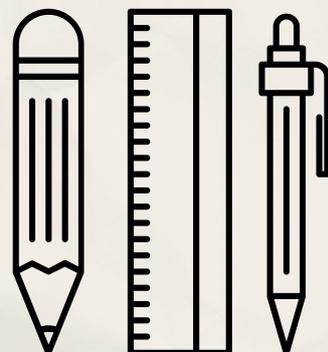Give credit to photographers

Survey the community

Surveys can help:

Gain useful insight that can shape your campaign.

Show that you are acting with the support of your community.

Understand local needs and find out what matters to them.

Make your campaign more relevant to the community.

Write the questions from the public's perspective – keep them simple, jargon-free and relevant

Avoid leading questions and keep the tone neutral

Suggested questions:
Do you have any thoughts or memories you wish to share about ___?

How often do you visit ___? (Multiple Choice)

What are your concerns surrounding ___?

Check out Cheshire Wildlife Trust on our socials.
Discover more of our campaigning guides below:
Starting a campaign
How to engage people in your campaign
Influencing decision makers
If you have questions about the content above, please email:
campaigns@cheshirewt.org.uk