

How to engage people in your campaign



Cheshire
Wildlife Trust

Planning an environmental campaign, but not sure how to reach people?

Here are some ideas to get the ball rolling...

Campaigning is people power



GET Event Ideas OUTSIDE



BIOBLITZ

A bioblitz is about getting into nature and recording what you find. If you're campaigning to protect a local area, invite the community to download iNaturalist and discover the plants and animals living there. Share your findings with your local records centre and show everyone exactly which species call this place home!



WALK

Get to know the area you want to protect and find somewhere that represents the issue you're trying to tackle. Ask local experts to attend so you can discuss your campaign with them. A walk is a great time to get to know people in your community and hear their thoughts on the cause you're championing.



TALK

Whether it's a chat at the local pub a coffee shop gathering, a formal meeting or a stall at the market, make some time to discuss what your campaign is all about. Giving people space to learn and explore is a great way to generate interest. Give the the public opportunities to ask questions so they can learn more about your cause.



GET Craftivism CREATIVE



Invite people in your movement to share their thoughts and feelings through art, like poetry, music, or painting.

Painting wearable items, such as tote bags, can help convey your message to a wider audience.



Ask businesses to support you with window art.



This hare sculpture over a wildflower roundabout showcases the beauty of local wildlife.

Forest City Projects also posted leaflets with free wildflower seeds and a guide on how to make a mini hare sculpture for their campaign!

Murals can be huge or tiny and are a great way to showcase local wildlife.

Put a QR code on/next to them so people can find your campaign information.



GET LOCAL

Ask for help

Make sure to get permission



Campaigning is about people

When people come together, real change becomes possible. By making your campaign fun and inclusive, you can unite voices from all walks of life. By engaging respectfully with those who disagree, you create understanding and can work towards meaningful change.

Asking local people what they can do to support your campaign can open up opportunities. Take this 'Senseless' IPA created by Red Willow Brewery for the Save Danes Moss campaign.

Are there businesses where you are that might support you?



Having flyers ready to hand out that feature a vision for your campaign can help attract new supporters.



Save Danes Moss runs a stall at their local market to share their campaign vision. It's a great way to reach new people that they wouldn't be able to speak to online

Build a fun and inclusive movement that people want to be a part of!

GET OUT

Get noticed



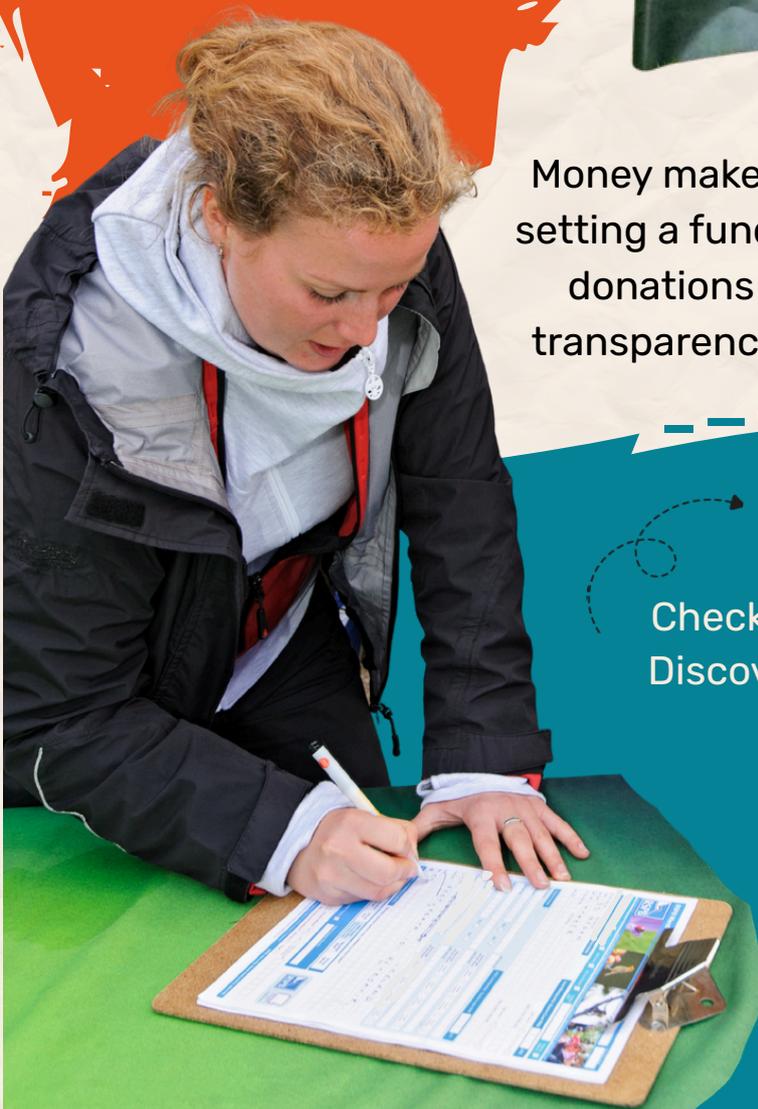
Banners are a great way of attracting attention in the area you are campaigning. Including a website and QR code is a can help direct supporters to your cause.



Door knocking to raise awareness about a petition can be a good way to take your campaign to people. If you have a bit of money to spend, you could also try a leaflet drop.

Raising funds

Money makes many of these actions possible. Start by setting a fundraising goal and establish a way to accept donations such as an online webpage. Remember, transparency in handling campaign funds is essential.



Check out Cheshire Wildlife Trust on our socials. Discover more of our campaigning guides below:

[Starting a campaign](#)

[Influencing decision makers](#)

[Communicating with your supporters](#)

If you have questions about the content above, please email campaigns@cheshirewt.org.uk