

Starting a Campaign



Cheshire
Wildlife Trust

We campaign to influence those who have the power and means to solve our problems. Uniting people to a cause gives us a seat at the table, allowing us to negotiate from a stronger position than if we spoke as individuals.

Campaigning is about emotion



Anger

Without anger, we lack motivation to act.



Rally

Rally people to your cause with a quick action

Worry

Without acknowledging our worries, we never understand the problem.



Listen

Listen to people's worries and fears and find out what they want

Hope

Without hope there is no direction and nothing to aim for.



Build

Work with people to build a positive movement

Passion

Without passion, our campaign fizzles out over time.



Advocate

Advocate for a long-term solution that is backed by the community

Planning your campaign

- Break down the problem
- Identify key messages
- Identify who holds power
- Identify barriers
- Identify allies
- Map out influence

Keep your messaging respectful

Exercise:
How does this problem affect:
nature, people, climate and businesses?

What are your 3 key messages for these themes?

Who do you want to influence?

Local councillors

What are their priorities?

Support their party	Be better than opposition	Keep voters happy	Do a good job
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Who influences them?

Public	Opposition councillors	Schools
Local MP	Charities	
Council leader	Fellow councillors	Community groups

What can you do to gain their support?

Host a rally	Press release	Run a petition
Start a letter campaign	Attend surgery	Ask charity to support
Ask question at council	Host a meeting	Craftivism
Give a school talk	Host an event	

Influencing stakeholders example

Are you trying to influence people in your local council, your MP or maybe a local land owner? Who ultimately holds the power to change your campaign outcome?

It is unlikely you will be able to directly influence the final decision maker alone so zoom out, how you can influence them indirectly?

There are so many activities you could do to gain interest in your campaign and ultimately affect the decision makers. What is special about your campaign?

Setting the tone

Having agreed standards and ethics can help your campaign stay grounded in your key messaging. As you gain more supporters, it can help to have resources ready to share. This can keep your campaign focused on the issue at hand.

Campaign Code

Could you establish a code of conduct that you ask your followers to follow, ensuring your movement is ethical and trustworthy?

This could include:

- Any action I take will be lawful
- I will always treat people with respect



Check out Cheshire Wildlife Trust on our socials.

Discover more of our campaigning guides below:

[Communicating with your supporters](#)

[Influencing decision makers](#)

[How to engage people in your campaign](#)

If you have questions about the content above, please email:

campaigns@cheshirewt.org.uk

Position Statements

- Set out your overall position
- Set out what you want to see
- Set out red lines
- Explain why these matter
- Present the counter argument to common misconceptions
- Keep it brief

Campaign Timeline

Set out key milestones, deadlines and what you want to accomplish.

e.g. Is there a council meeting you want to influence, a vote happening, or a large event you want to participate in?

Having key moments mapped out can help determine priorities and set realistic expectations.

Remember, time can be your friend; what might seem difficult at first may become easier if you keep fighting!