

Campaigning

Why Campaign & How to Make an
Impact

Objective of the workshop

- To help us all to get more people campaigning.
- Campaigning is applying pressure, normally to rectify injustice.
- You need large numbers to do that.

What the workshop will cover

- Why we campaign
- Does your congregation support campaigning?
- How can we make a campaign successful?
- Anything else?

Why campaign?

- We can raise money for charities.
- We can help people locally, e.g. SVP, lifts to Mass, hospital visiting.
- We can give alms to the needy.
- Any more?

“Thirst for Change” campaign

- The injustice:
 - 884 million lack clean water
 - 2.6 billion do not have safe sanitation.
- The result:
 - Women and children – 8 hours a day fetching water
 - 1.7 million water related deaths a year
 - A child dies every 20 seconds
 - A five minute shower uses more water than a person in a slum uses in a whole day
 - [And many more](#)

First response – deal with the effects

- Give money to charity – e.g. Wateraid, or buy a World Gift such as water for a family or a community, or even drought resistant crops.
- Collect money in your church for a community you support.
- Provide medicines to prevent or treat diseases caused by dirty water or sanitation.
- Many others.

Wateraid

- To meet MDGs, every day until 2015:
 - 280,000 people have to gain access to clean water;
 - 384,000 people have to gain access to safe sanitation.
- Wateraid can only help a fraction of these.
- Therefore aims to influence the policies and practice of the main decision-makers.
- Immense political will is needed.

Second response – campaign for global action

- To whom?
 - The governments of the world's richest countries – the G8. They are meeting in May 2012.
- Why?
 - Because they have the money, and can bring political will to bear, to remedy the injustice.
- How
 - By lobbying through the UK Prime Minister.

Prime Minister Lobby

- In May, please call on the G8 to:
 - make real political and financial commitments to ensure the water and sanitation MDG is met by 2015
 - endorse the 'Sanitation and Water for All' initiative to turn these promises into reality
 - prioritise water and sanitation under your G8 Presidency in 2013 to ensure real progress is made

War On Want - Olympic sports-ware

- Supplier factories not meeting Bangladeshi minimum wage laws;
- Workers paid not even a living wage;
- At one factory supplying Adidas, the lowest paid workers got just 9p an hour;
- All factories looked at broke the law, illegally employing workers for more than 60 hours a week

War On Want - Actions

- E mail companies and politicians.
- Telephone a company.
- Create videos, graphics or creative writing.
- Attend an event, e.g. Film screening.
- Take part in a protest.
- Take an action in one of the companies' shops.
- Do something creative in your local area.
- Spread the word on line.
- Make a donation.

Other Campaigns

[Campaigning works](#)

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- What proportion of those attending Mass in your Church would support such a campaign?
- Should we expect them to support such a campaign?

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Campaigning – What is success?

- The largest number of signed campaign cards you can get.
- The greatest number of names on a petition.
- The largest number of people attending a meeting or a rally in support of the campaign.
- The most letters regarding the campaign issues you can get.
- The most press and local radio coverage you can get.
- And other actions depending on the campaign.

How can we make a campaign successful?

- This means maximising the numbers of people participating by:
 - Speaking at Mass.
 - Speaking in schools.
 - Speaking to parish uniformed groups, confirmation groups etc.
 - Talking to other connections you have.

Why we need to speak in Church

- Explain, for example:
 - What the campaign is about and what it is trying to achieve;
 - The background to the campaign, including how people are affected by the issues involved;
 - How the Gospels and Church teaching (particularly its social teaching) justify the campaign;
 - How these inspire us to support the campaign.

Speaking at Mass

- Keep it short – but – insist on enough time to make your points.
- Keep it simple.
- But, above all, be enthusiastic and inspire people.

Some practical points

- When you or your priest speak:
 - Make sure everyone has a card or outline in their hands.
 - Refer to its content in your talk.
 - Make sure that people understand that everybody, except the very young, can normally sign a card.
 - Ask all members of a family to sign – not just mum or dad.
 - Tell them to enter the address of the church, if one is requested, if they don't want to give their own.
 - For a card campaign, ask parishioners to complete them before they leave the Church – provide sufficient pens.
 - Collect the completed cards as parishioners leave the Church.