

Organising to win



**2014
CAMPAIGN
PACK**

HOPE not hate and Movement Mastery

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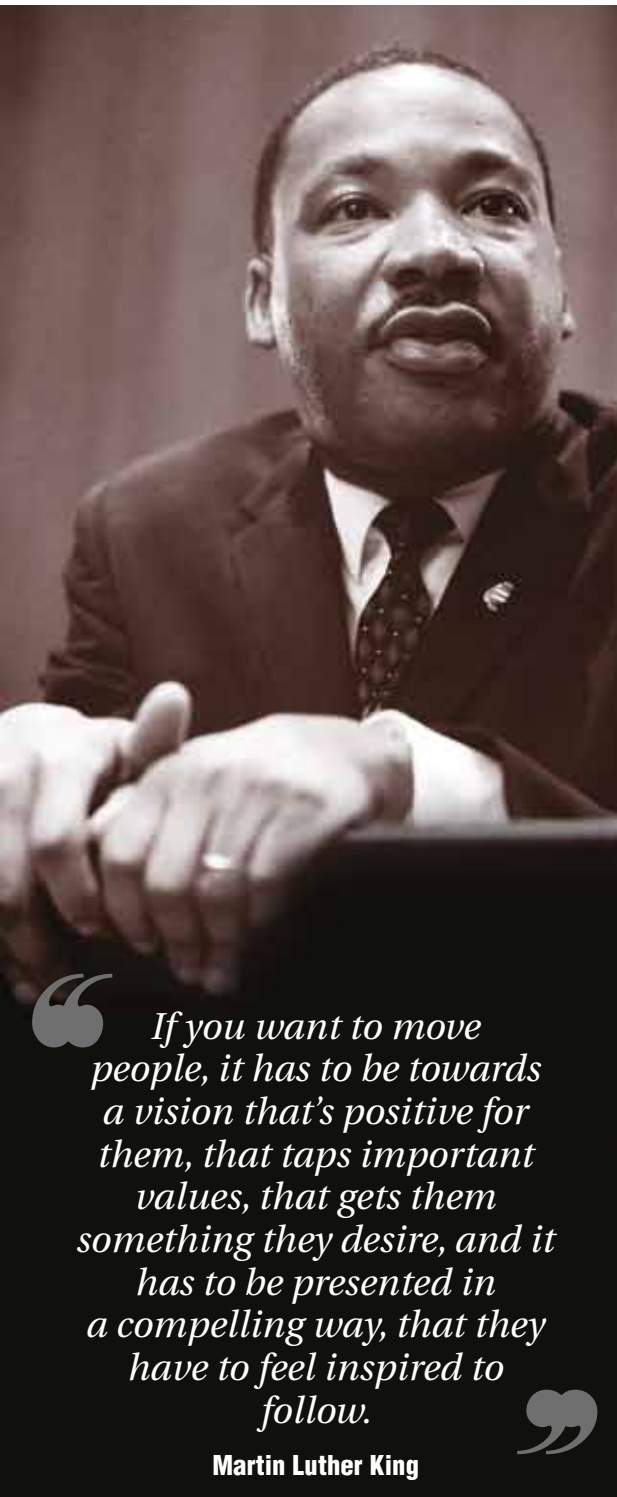
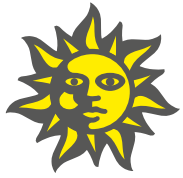
Write to us at:
HOPE not hate
PO Box 67476
London NW3 9RF

t: 020 7681 8660
e: office@hopenothate.org.uk

 www.facebook.com/hope.n.hate
 www.twitter.com/hopenothate

www.hopenothate.org.uk

Introduction



“If you want to move people, it has to be towards a vision that's positive for them, that taps important values, that gets them something they desire, and it has to be presented in a compelling way, that they have to feel inspired to follow.”

Martin Luther King

WELCOME TO THE 2014 HOPE not hate Organiser's training manual. I'm delighted that this year's manual is being produced in partnership with Movement Mastery, the training organisation established by my good friend Carlos Saavedra.

For those who do not know Carlos, he was formerly the national organiser of United We Dream, the campaign that forced President Obama to create a pathway to citizenship for 1.4 million undocumented young people.

Carlos has now decided to move on from United We Dream and is putting his organising skills and campaigning experience to good use by establishing a training academy to help the wider movement.

We are lucky to have Carlos's support in what will be our biggest and toughest campaign to date. Against a backdrop of rising xenophobia and anti-migrant rhetoric in the media, HOPE not hate will be defending and promoting our multicultural society. We understand people are struggling at the moment and that economic insecurity is creating fear but we refuse to allow foreigners to be scapegoated and victimised as they are doing now.

While we are certainly pleased that the British National Party pose a much lower threat than in previous years, our happiness is tempted by the rise of the xenophobic UK Independence Party (UKIP). There is a real risk that they will come first in the forthcoming European Elections and win hundreds of council seats across the country.

If that happens then panic will set in amongst the main political parties. With the General Election just 11 months later, there is a real fear that they will all swing to the right as a reaction to UKIP's success. This will be a disaster and one that we must oppose.

HOPE not hate plans to defend Britain's multicultural society in the face of this xenophobic onslaught and in the process we want to build an organisation in every corner of the country that can both turn out the anti-racist vote in May's European and local elections but also to push back at any attempt by the political parties to run to the right on race and immigration in its aftermath.

HOPE not hate has achieved some amazing things in our ten years of existence but now we face our biggest challenge. However, I believe that good will triumph over evil and we will overcome these difficulties. We just need to get organised and this training manual is the first step in achieving this.

I look forward to working together with you over the coming months

Nick Lowles

The HOPE not hate campaign in 2014

THE 2014 ELECTIONS could produce a massive sea-change in British politics. While the British National Party (BNP) appears to be in political decline, we are witnessing the rising threat of the United Kingdom Independence Party (UKIP) and its increasing use of anti-immigrant and anti-multicultural language.

While HOPE not hate does not have an organisational line on membership of the European Union and it does not oppose UKIP as a political party, we are deeply concerned with its increasing use of right wing anti-migrant and anti-multiculturalist language which poisons the wider discourse on the issue, gives encouragement to more open racism at a local and community level and, perhaps more worryingly, pushes the mainstream parties to the right on this issue.

Most pollsters and analysts predict that UKIP will top the poll in next May's European Elections and, coming just eleven months before a General Election, there is a real danger that their success will lead to the mainstream parties adopting more harsher policies on immigration, multiculturalism and integration in order to appeal to the UKIP voter. The recent Home Office 'Go Home' adverts and highly publicised 'random' spot checks at London stations shows that this drift to the right is already beginning.

On a wider, international level, a strong vote for UKIP must be seen in the context of a rightward shift across Europe. The Open Society Foundation estimate that xenophobic and right wing populist parties could win up to 25% of the EU vote. The Front National could well finish second to the Conservatives in France; Geert Wilders is leading in opinion polls in the Netherlands; Greece's Golden Dawn and Sweden's Swedish Democrats could both top 10% in their respective countries; and in Hungary, we have a ruling party which is doing its utmost to dismantle democracy, to say nothing of the threat from Jobbik.

There is a real danger that there will be a fundamental shift to the right within the European Parliament and, with its increased powers will have an impact on social justice and equality legislation and programmes across Europe.

We should also not discount the BNP totally. Although they are struggling to remain a properly functioning national political party, we do expect them to stand a full slate in the European

“With UKIP posing a really serious threat, the incessant anti-immigrant rhetoric in the tabloids and the reluctance of the main parties to take on this racism it is going to be left to groups like HOPE not hate to lead the fight back.”

Elections. We also expect them to focus most of their energy in the North West, where Nick Griffin needs just 7% of the vote to retain his European seat.

The fledgling British Democratic Party, a split from the BNP, will stand candidates in local council elections, as will the National Front.

UKIP will also pose a serious threat in local council elections, especially in Havering, Barking & Dagenham, Bexley and some of the Kent and Essex councils. With all-out elections in London, we believe that UKIP could win a considerable number of councillors in these east London and south east London boroughs. Indeed, it is Farage's stated intention to use the European elections to expand their base in local politics and use this as a springboard for developing a more serious challenge in the 2015 General election.

THE 2014 HOPE NOT HATE CAMPAIGN OBJECTIVES

1. To ensure BNP leader Nick Griffin loses his Euro seat in the North West. Andrew Brons is unlikely to stand again in Yorkshire but if he does then we will ensure he loses his seat too.
2. To offer a robust and positive defence of our multicultural society in the face of increasing anti-migrant and anti-immigrant rhetoric.
3. To pressure mainstream political parties against adopting anti-immigrant rhetoric and policies.
4. To develop local campaigns in key areas of the country to ensure local politicians understand that they will be punished for adopting anti-immigrant rhetoric.

UKIP THREAT:

Most pollsters and analysts predict that UKIP will top the poll next May



HOPE not hate will be producing fortnightly organisational

CAMPAIGN ELEMENTS

The 2014 will be our biggest campaign to date. Among the various elements will be:

1. Community leaflets

From January 2014 we will begin producing quarterly community newsletters for the 20 areas of the country where we intend to work intensively over the next few years.

These newsletters will be produced by our local groups, promote positive shared identities within those local communities and address and answer divisive local issues that divide communities.

2. 2014 election newspapers

In the run up to the 2014 Elections we will produce 30 editions of an election newspaper, each customised to a local area. Several other areas will have localised leaflets.

We will offer national and regional unions the opportunity to have their own customised newspaper for their members. This will allow them to mix a general anti-racist and anti-fascist message whilst also addressing issues of concern to their own members.

We will call a national campaign weekend for 2 and 3 May with our target of 60 different events around the country on the same day.

3. Digital engagement and rebuttal unit

The 2014 election will see a large expansion of our online presence. We are establishing a 'Digital engagement and rebuttal unit' which will provide a vocal and rapid response to political parties which seek to adopt anti-immigrant rhetoric and messaging. The project will use social media and new media to amplify a positive message, rebut negative messaging and mobilise voters.

Our rapid rebuttal will seek to quickly come back on false statements, hold politicians and journalists to account for their statistics and language, and through advertising on social media attempt to by-pass hostile media outlets and reach the public directly.

Through targeted online advertising we aim to get our message directly to millions of people.



4. Voter Registration

We will work with and support Bite the Ballot in a Voter Registration initiative that will seek to engage and mobilise marginalised communities in the political process and encourage turnout in elections. We will separately pilot two initiatives which we believe will make a significant difference:

a) Souls to the Polls: Based on an initiative widely used in the United States, 'Souls to the Polls' will see us partner with faith organisations to reach and mobilise marginalised communities in London.

We will produce tailored leaflets for different faith communities.

b) Campus Call-Out: We will organise a voter mobilisation campaign aimed at students in further and higher education. We will hold a week of action in early March to push this campaign on campus.

5. Local Elections

We will produce local leaflets for distribution in local council wards where there is a real threat in far-right or xenophobic candidates winning council seats. We will also produce generic leaflets focusing on the BNP, UKIP, BDP and the National Front.

6. Transport Tuesday

On Tuesday 20 May we will organise the distribution of 500,000 leaflets at several hundred stations and transport interchanges across the country.

Our campaign will be backed up by regular research publications and bulletins giving background on parties, candidates and issues. In late January we welcome back Carlos Saavedra, and his colleague Kate Werning, for a two week training and speaking tour, and in March we will be holding another round of HOPE not hate meetings across the country.

The 2014 election campaign will be our biggest to date. And, given the incessant racism of the media and the use of anti-immigrant rhetoric from UKIP, it needs to be.



HOPE not hate

The HOPE not hate campaign was set up in 2005 as a positive alternative to the BNP's message of hate. Now, with the BNP almost finished, we are trying to defend and promote our multicultural society in the face of growing racism and xenophobia.

HOPE not hate emerged from some research we carried out into why people voted for the BNP and why other people didn't. While it was clear that the vast majority of Britons opposed the BNP, many were put off by aggressive and negative slogans and tactics. This was particularly the case with women, who were much more likely to vote against the BNP than men.

The HOPE not hate campaign was born.

It has since grown to become Britain's largest anti-racist organisation. Here is a brief look at what we do.

CAMPAIGNING

Central to HOPE not hate (HnH) is campaigning.

We try to be active where the hate groups, like the BNP, are. We campaign against them at election times but also by winning the hearts and minds of ordinary voters and challenging the myths and lies that give rise to racism.

With the BNP on the wane, we are now focusing on building community resilience against organised hatred.

HOPE NOT HATE BUS

For the past seven years the HnH campaign has joined up with the *Daily Mirror* to take our message of HOPE around the country. We have run a number of bus tours across Britain and regular have anti-racist supplements within the newspaper.

RESEARCH

The HnH campaign is backed by first-class research on our opponents. We monitor hate groups from across the board and work closely with newspapers and television.



OLD AND NEW CAMPAIGNING

We have tried to blend old and new forms of campaigning. We have adopted modern election techniques in targeting voters but at the same time retain a community organising approach.



ONLINE ACTIONS

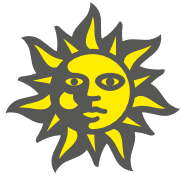
We have an online supporter base of 216,000 people and they have helped us achieve many great successes. We recently stopped anti-Muslim haters Robert Spencer and Pam Geller from entering the UK and ran a campaign which successfully persuaded the *Daily Star* to stop supporting the English Defence League.

#WE ARE THE MANY

50,000 people supported our *We Are The Many* initiative, set up in the immediate aftermath of the murder of Lee Rigby, in Woolwich in May 2013. This was just the latest in a series of positive actions to defend the Muslim communities against hatred.

**#WE
ARE
THE
MANY**

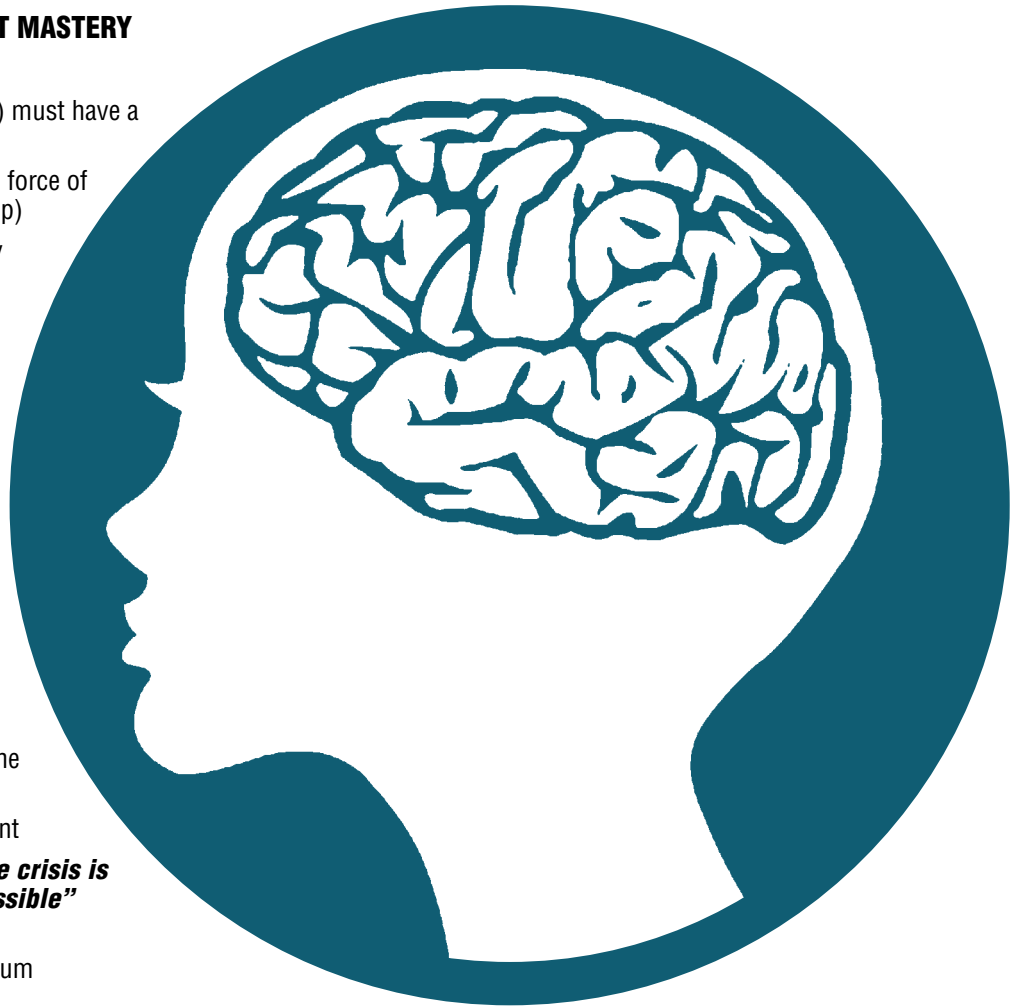




The Psychology of Organising

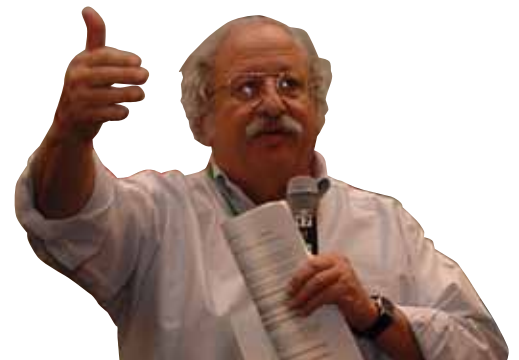
THE KEY PRINCIPLES OF MOVEMENT MASTERY

1. Organise the Unorganised
2. Everyone (in the movement & outside) must have a role and a plan of action
3. The most affected must be the leading force of the movement (in narrative and leadership)
4. Power must be build, nurtured, deploy and replenish
5. The rulers are the ones to target and confront, don't confuse access to them, they will steal your life behind your back if they can
6. We are working to build constituency, people that have a collective identity and that are willing to fight for each other
7. Organisations, coalitions, organisers are the means, not the end
8. Commitment is the source of our movement
9. Decisions are meant to build commitment & agency not inhibit them
10. Money only amplifies the good and the bad of the movement
11. Money alone cannot build a movement
12. Our job is to create crisis ***"because crisis is the leading edge where change is possible"*** (Lisa Fithian)
13. Movement is about creating momentum



Movement Mastery was established in 2013 by Carlos Saavedra to help organisers realise their potential and create social change. For Carlos, Organising is 80% psychology and 20% about skills. His training focuses solely in one's psychology as a leader...because to master a skill you need to have a strong reason for it."

Leadership



“ *There is a vitality, a life force, an energy, a quickening, that is translated through you into action. And because there is only one of you in all time, this expression is unique. If you block it, it will never exist through any other medium and will be lost. The world will not have it. It is not your business to determine how good it is, nor how it compares to other expression.*

It is simply your business to keep the channel open.

Dancer
Martha Graham



Definition of Psychology

The study of the behavioral and mental processes, including perception and sensation, cognition, learning, and emotions both the voluntary and involuntary aspects of human nature. It focuses on the study of individuals; although it concerns itself with the individual in broader contexts (as parts of a couple, a family, or a society), the focus is on the processes of the individual. Its aim is to uncover the “nature of woman/man” to unravel the mystery of human hopes, desires, fears, abilities, and limitations.

Psychology is one of the many behavioral sciences, borrowing and collaborating heavily with other behavioral sciences, such as sociology and anthropology.

“ *So what do leaders do that makes them leaders? Leaders accept responsibility for enabling others to achieve their purposes in an uncertain world. Leaders choose to accept this responsibility. The responsibility they accept is for engaging with others, their constituency. The challenge they accept is one of enabling their constituency to define and achieve desired goals. When we know exactly what to do, when there are no surprises, no new challenges to face, and we’re following a routine, what need do we have of leadership? It’s when we enter the domain where the rules don’t quite work, where we don’t know which rules apply, where we’re trying to do something that hasn’t been done before – or that we haven’t done before – that’s when leadership enters the picture.*

Marshall Ganz

“ *Do you have the patience to wait till your mud settles and the water is clear? Can you remain unmoving until the right action shows itself?*

Lao Tsu



Three types of changes

WHEN WE TALK about social change, it's hard for us to define it. What does change really mean? How can I measure the change that happens in my life, in my organisation, and in the movement? Change happens in three ways.

1 CHANGE OF STRATEGY

You can have all the motivation in the world, but if you don't have the right strategy, you won't get the success that you need.

2 CHANGE OF STORY

We are storytellers. Stories are the reasons why we do what we do. Someone could lose his job and say, "OMG I can't believe I lost my job; I'm going to be broke. My life will be a mess. I will be so broke," while another person can say "Maybe this is a wake up call for me to live a life with purpose!" Most people don't control the stories that are in their head. Most people adopt the stories that society gives them. Some use empowering stories, others tell themselves destructive, oppressive, and disempowering stories. If the meaning of your life changes (aka your story) everything changes within you.

3 CHANGE OF STATE

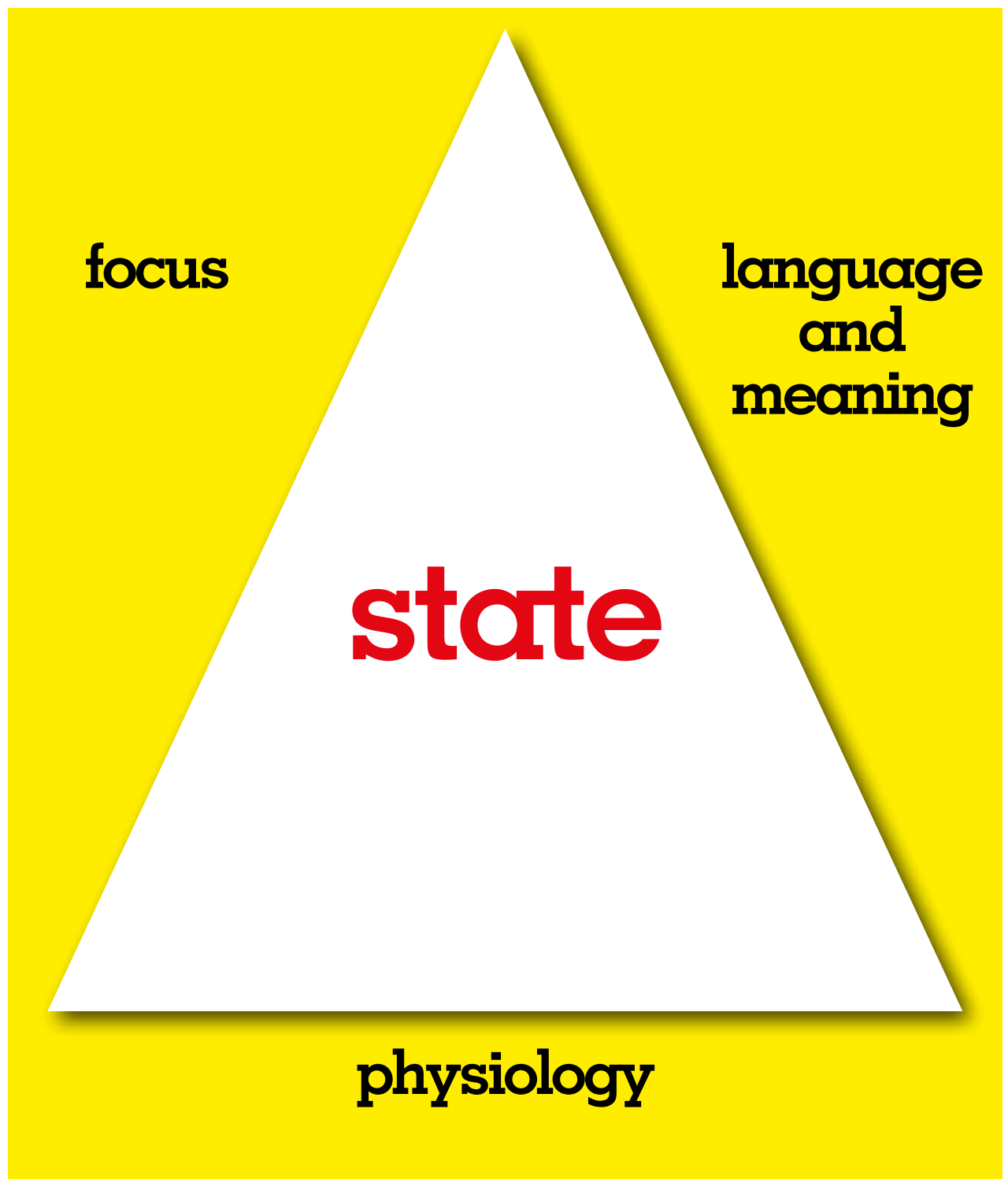
Your state is the way that you feel every moment. When you are feeling depressed, your physiology changes – your shoulders are down, your breathing is shallow, your facial expressions look sad. While there may be reasons why you feel the way that you do, this is not static. People who are stressed at one moment, find themselves full of energy next. Our physical state constantly changes, but most of us don't do it intentionally.

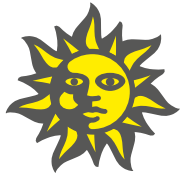
state

story

strategy

The Triad

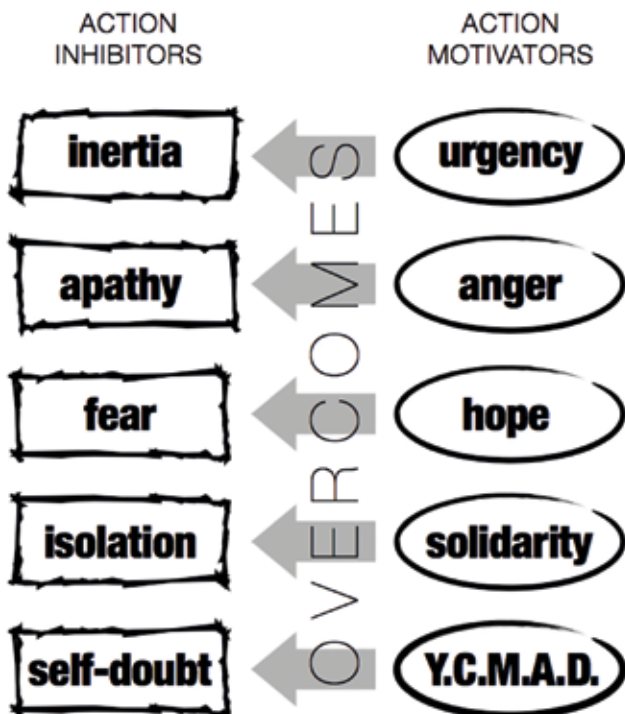




Story of Self Why me?

EACH OF US HAS A STORY TO TELL.

Our stories can inspire, teach, and motivate others to action, so telling our stories is part of being a leader. Stories are different than facts or talking points. Stories don't just tell us how to act, they help us feel why we must act. Stories help us to build relationships with each other, to commit to each other, and to engage others in creating change together. To organise we tell a Story of Self ("Who am I and why am I called to this mission?"), a Story of Us ("Who are we and why are we called to this work?") and a Story of Now ("What are we called to do now? What hope do we have for the future if we act now?")



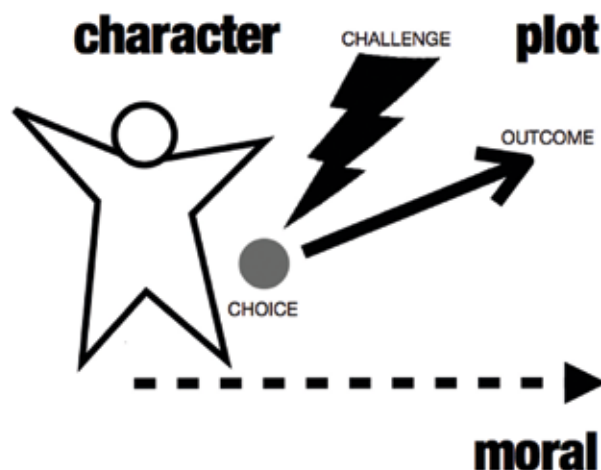
CONNECT TO EMOTIONS

Our stories move people to action by connecting to our values through emotions. Not all emotions are equal though; we need to lift up emotions that move people to action, in order to overcome emotions that keep us from action. Good stories move us to action by showing us the challenges and the hopes we feel with rich, vivid details, not by just telling us how to feel.

STRUCTURE YOUR STORY

Our stories need to have a plot and a structure. We are NOT telling every detail of our lives. We are crafting stories that will reveal why we have chosen to act for immigration reform, who we are choosing to act with, and how others can join us.

Every story has a Challenge, a Choice, and an Outcome. The challenge may be one that overtook us, or one we decided to take on. The choices we make reflect the values we hold. And the outcomes of our choices can inspire us and others through both anger and hope.



The Stadium Pitch

IMAGINE THAT you walk into a stadium and there, in the middle of it, are all the people you are trying to reach out to. You have 10 minutes to make the case of why they should join you. Are you ready?

A stadium pitch is a script that we use to talk to the part of our audience that is not sure, or not interested in us right now. Imagine if everyone in your organisation was able to speak to the audience with a great message.

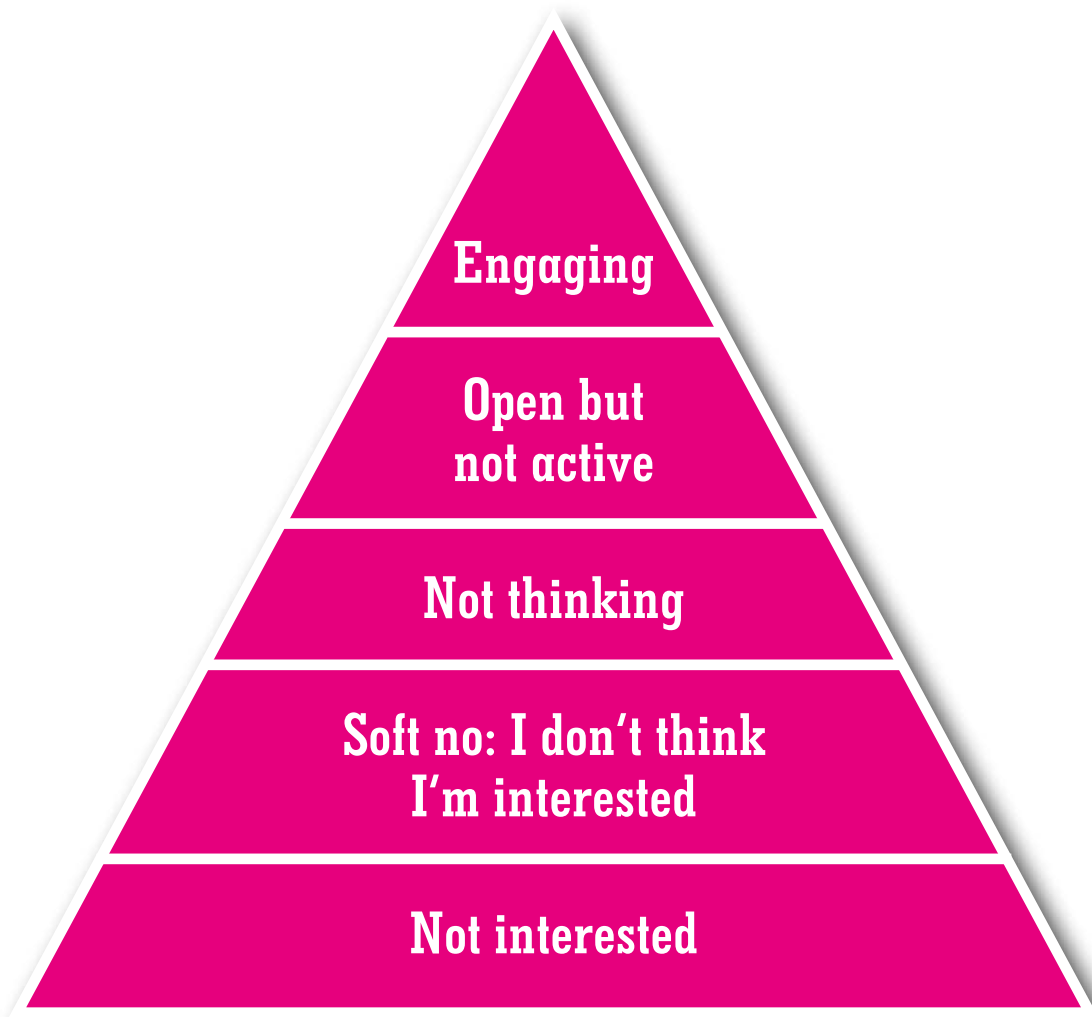
A good stadium pitch includes:

1. A good title
2. Something that establishes you as an expert of the field you are talking about
3. A pitch that establishes the immediate value that they will be getting by joining you
4. Data that proves your points
5. The ask
6. Close by taking their limited beliefs off of the table





Education-based outreach



EDUCATION BASED OUTREACH is when one creates a higher level of conversation between their organization and the public. By having the public already recognize what your organization is about, you can engage them in a different way. This is the power of an educated constituency. To effectively engage the educated constituency, you must appeal to them in a distinctive way. If you inform the educated constituency with details they already know it will create inertia. They won't get involved on information they knew previously to your engagement which is why you must create a system where the constituency is constantly informed.

The Pyramid of Engagement is the usual conversation that occurs between you and your targeted constituency;

- 3% of the people are ready to get engaged in your cause, issue, or organization.
- 7% of the people are open to your request, they are not ready, but they can be convinced.
- 30% of people have not thought about the movement and cause of your organisation
- 30% this next tier of the people are saying "No, I don't think in interested in this." or "I'm not sure how me getting involved will change anything." This tier has said no but can still be convinced.
- 30% the bottom tier of people already have a set story on why they shouldn't get engaged and most likely will not be convinced by your one.

Building Constituency

THE BIGGEST JOB of an organiser is for people to realize their own sense of dignity and respect. No leader, no organisation can do this for people, they have to do it for themselves. The word constituency in Latin means, “to stand together”, a group of people, even a nation that is willing to stand together will do the impossible to achieve freedom.

A community that stands together is constantly building and sustaining relationships with each other, is constantly caring for the benefit of the whole rather than individuals and is constantly taking journeys (campaigns) that allow the community to grow, to prosper.

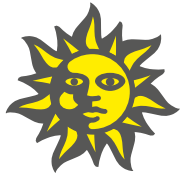
There are certain strategies that build constituency:

- Creating a shared narrative – *story of us*
- Creating a community identity – *who are we in relationship with each other*
- Education based outreach – *educating all the community on their shared interest towards organizing*
- Solidarity Campaigns
- Pressure cooker campaigns – *that build teams and deep relationships*
- Activating shared values

“ When a group of people
decides to become free,
there is nothing that can stand
in their way to freedom ”



The Mothers of the Plaza de Mayo



Unit Summary

- Community building is key for people willing to stand together
- We must have a stadium pitch that reaches people that are not currently with us
- The community and its leaders must find ways to interpret moments of uncertainty into moments of purpose
- Campaigns, doing things together is what bring us together
- Values are the states that people consider to be important in their lives
- There are values that, if nurtured, can activate other values
- Identity is the most powerful force in order to create a story of us
- Just because they are a group, it doesn't mean that they are a community.
- People need to learn to fight for themselves
- Principle 1: Organise the Unorganised
- Principle 3: the most affected must be the leading force of the movement (in narrative and leadership)
- Principle 6: We are working to build constituency (people that have a collective identity that are willing to fight for each other)
- Principle 9: Decisions are meant to build commitment and agency, not inhibit them



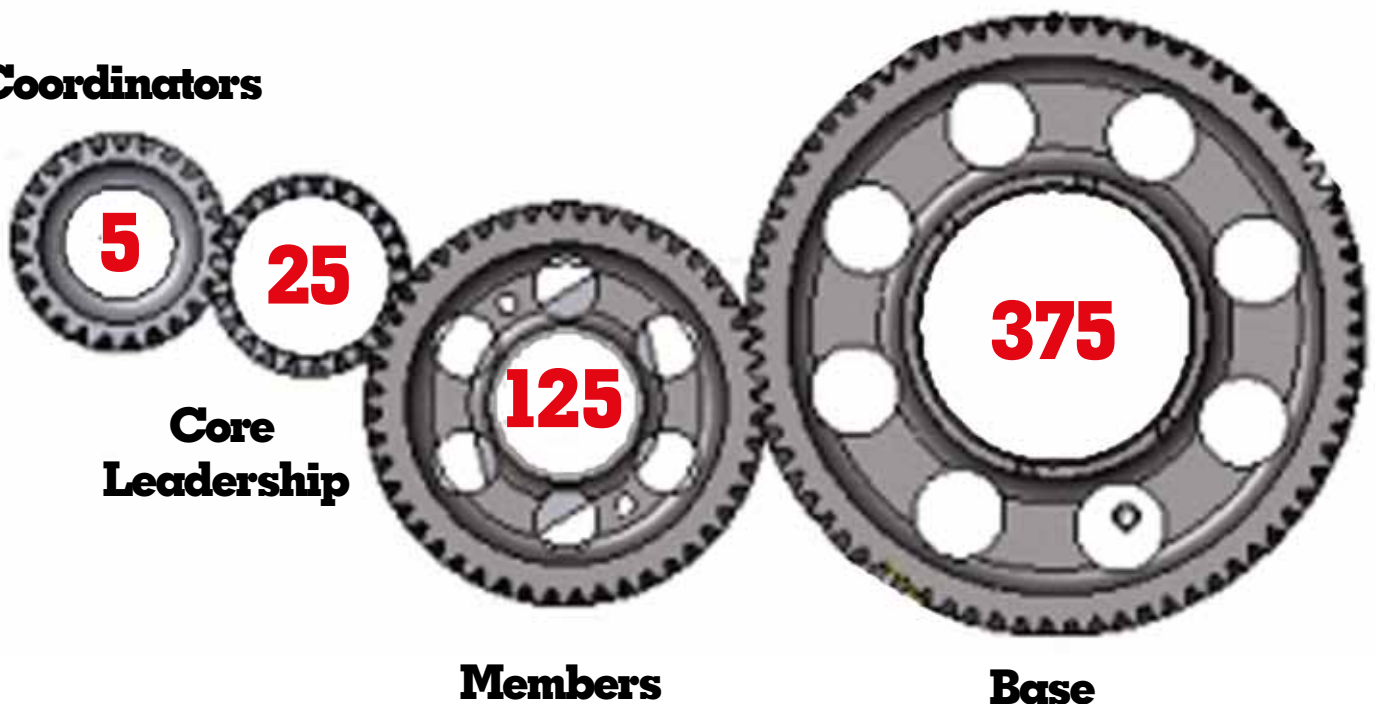
The science of engagement

HOW DO MOVEMENTS get to scale? How do organizations mobilise 3,000 people to an assembly every year. How do we get to high numbers in the movement?

The Job of the organiser is to multiply people, to get to scale, to get from 5 to 500 in 6 months or less.

We called it a science, because there are measure ways and many strategies to get to scale in organising that have worked in the past.

Coordinators



- Training in running meetings, facilitating groups, delegation, recruitment
- Retreat
- Strategy meetings

**Strategy,
Motivation,
Focus**

- Movement building training, training in recruitment, engagement, education on the issues

**Engagement,
Focus**

- Basic training on organisation POP

Action Driven

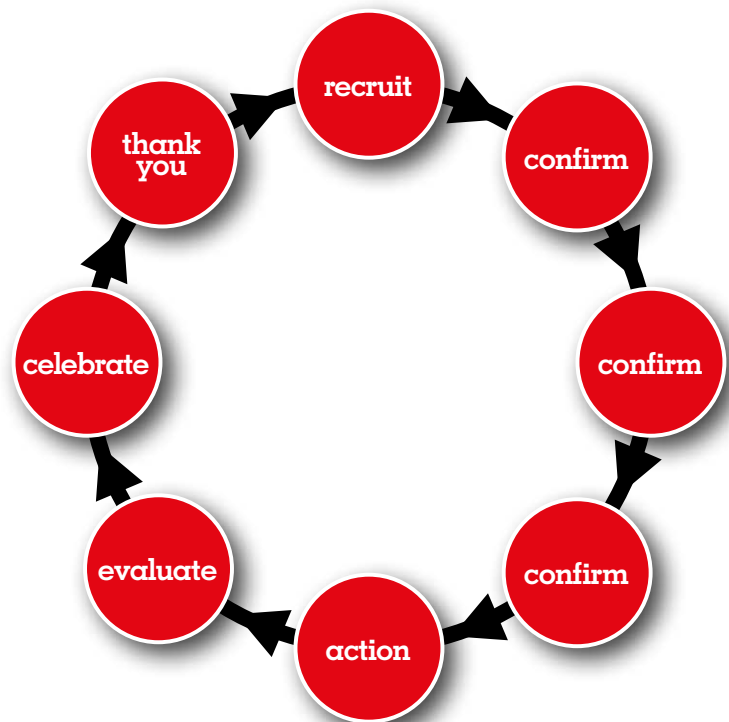


Recruitment science

REMEMBER, when we invite others to engage with us in action we invite them to find purpose in action and solidarity with others.

Part of enabling others to achieve purpose through action is committing to the full recruitment cycle:

1. **Recruit** others and get a commitment to action.
2. **Confirm** the commitment a few days out. Check in and see if the people who committed need a ride, can invite others, or can take responsibility for part of the action.
3. **Confirm** the day before the action. Provide full details on the place, time and purpose of the action, including any updates on the agenda or attendees.
4. **Confirm** one more time 30-60 minutes before the action-the period when we're all most likely to find something more urgent to do. Convey how excited you are to have others join you in action.
5. **ACTION!** Lead a motivational action that respects others' time, but also provides full training, opportunities for relationship building, and purposeful, measurable action.
6. **Evaluate** the action together. Tally up all measurable outcomes so that everyone can see that they're part of a bigger whole. Debrief in detail what worked and what should change next time.
7. **Celebrate** together. Who wants to spend their free time without having fun?! Generate routines for how people in your organization celebrate together, perhaps with food, music or a round of stories from the day.
8. **Thank** everyone the next day for his or her participation in action. Tell them specifically what impact the action had in the campaign. Ask for their input on what worked and what should be changed next time.
9. **Recruit** participants by signing them up to move to the next level of leadership, helping you and your team plan more actions in their city or neighborhood.



THE FOUR 'C'S'

So how do we engage others and secure commitment? When asking for commitments, it is essential that we use clear, concise language. Asking for commitments involves four straightforward principles of conversation, very similar to the deeper one-to-one conversations we learned earlier:

1. **Connect:** Let the person know who you are, why you care about this issue, and ask them how they have been affected (drawing on your Story of Self and Story of Us).
2. **Context:** Explain how the action you are asking them to take is important (drawing on your Story of Now). Be specific about the challenges we face, but also the opportunities and hope. Ask questions to draw out the other person's anger and hope about this issue.
3. **Commitment:** Explicitly ask the other person if you can count on them to engage in action with you. Be very specific about the date, time, and place.
 - a. "Can we count on you to join us in?"
 - b. "Will you join me in doing?"
LISTEN CAREFULLY. Is the answer "Yes! Definitely!/I or /IMaybe .. /1 or "No, I'm sorry./I
4. **Catapult:** If someone says "yes" then give them the respect of having real work and real responsibility at your action. Ask:
 - a. Can you bring something to the event (i.e. food, posters, etc.)
 - b. Can we meet for a 1-to-1 before the event?
 - c. Can you commit to bringing 2 friends with you?

The fundamentals of direct action organising

SELF-INTEREST is one of the most misunderstood concepts in direct action organising. It is commonly viewed as something selfish and only about improving one's own lot. But this is not the case. For us, self-interest has a much broader meaning. The word 'interest' comes from the Latin *inter esse*, which means 'to be among'. So, self-interest is self among others.

Thus, the concept of self-interest applies to an individual's material belongings – such as housing, healthcare and education. For us, self-interest can also include a more peaceful, tolerant and inclusive society.

Understanding our collective self-interest gives us our campaign goals. The question now is how we achieve our self-interest.

In ideal world it would be given to us, but this does not happen in the real world. We have to agitate to achieve our goals and this, ultimately, means forcing those in power to give us what we want and to do this we need direct action organising.

DIRECT ACTION ORGANISING

Direct Action organising differs from other forms of organising. It is about bringing people together around a problem. These people agree on a solution that meets their needs and, with their strength in numbers, pressure politicians and/or authorities to deliver what we want.

Ultimately, Direct Action organising is about the people directly affected by the problem taking action to solve it.

THE THREE PRINCIPLES OF DIRECT ACTION

1. Win real, immediate and concrete improvements in people's lives

Whether the improvement is better healthcare, housing or help for minority communities, the direct action organising attempts to win it for large numbers of people. Even when a problem is being addressed is a very large or long-term – better housing, reducing unemployment or ending discrimination – it must be broken down into short-term, attainable goals, called issues.

2. Give people a sense of their own power

Direct action organisations mobilise the power that people have. In doing so, they teach the value of united action through real-life examples, and they build the self-confidence of both the organisation and the individuals within it. Giving people a sense of their own power is as much a part of the organising goal as is solving the problem.

3. Alter the relations of power

Building a strong, lasting and staffed organisation alters the relations of power. Once such an organisation exists, people on the 'other side' must always consider the organisation when making decisions. When the organisation is strong enough, it will be consulted about decisions that affect its members.

THE USE OF POWER IN AN ISSUE CAMPAIGN

Power generally consists of having lots of money or people. Community organisations tend to have people, not money. Thus, our ability to win depends on us being able to do with people what the other side is able to do with money.

For community organisations, power usually takes three forms:

- 1. You can deprive the other side of something it wants.** For example, a councillor or MP is directly or indirectly deprived of votes or landlord is deprived of rent because of a rent strike.
- 2. You can give the other side something it wants.** For example, your voter registration work creates a base of support for specific issues or candidates.
- 3. Your organisation can elect someone who supports your issues.** For example, you can support a political candidate if he or she backs your issues.

The stages of an issue campaign

Power is built through issue campaigns. Campaigns last for various lengths of time, and an organisation can, by carefully choosing its issue, influence the length of its campaigns. However, all campaigns generally go through a series of steps:

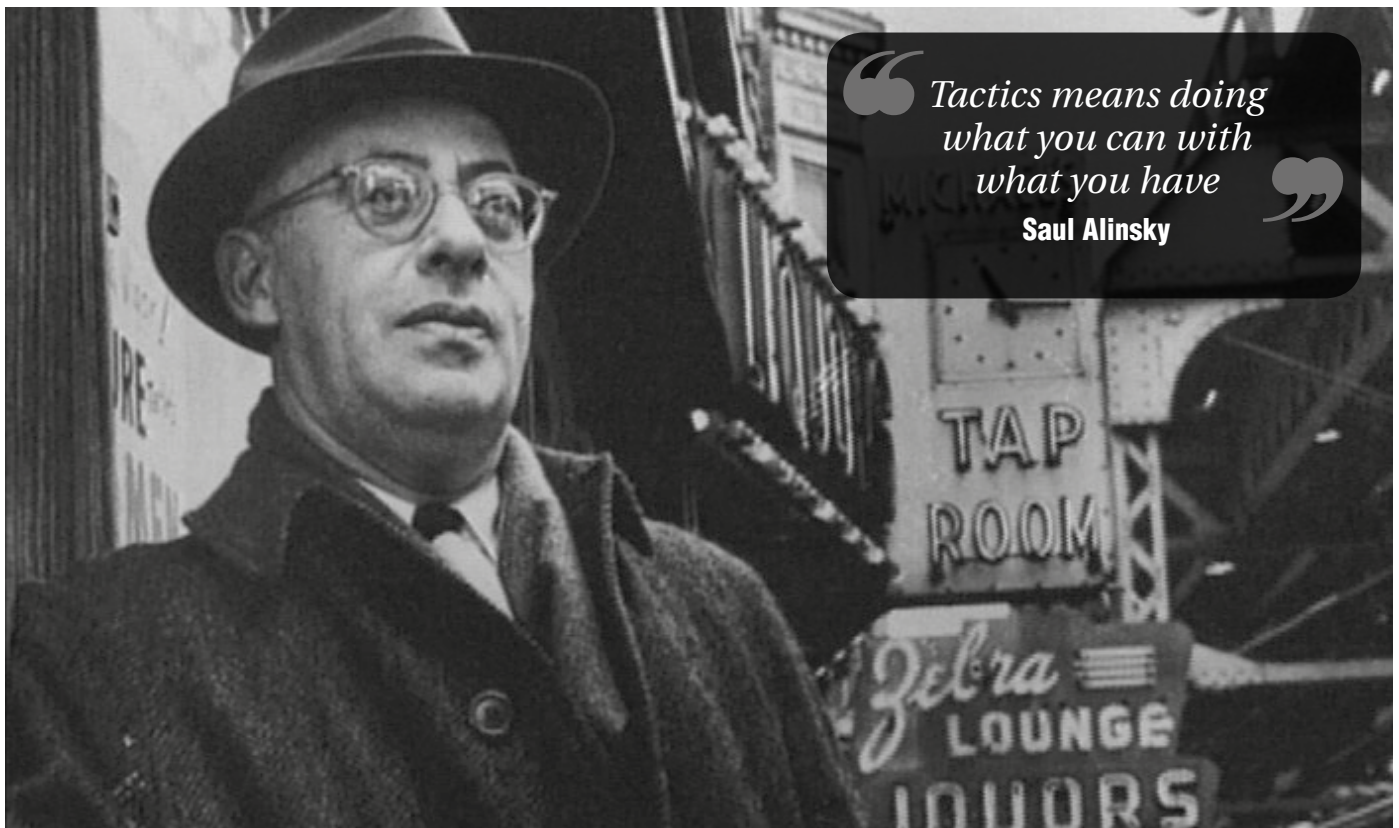
- Choose the issue and develop a strategy
- Open communication with the target
- Announce the campaign
- Begin outreach activities
- Stage direct encounters with decision makers
- Build the organisation
- Win or regroup

At the end of these stages, the organisation is being strengthened internally in addition to power being built. The leadership is growing and gaining experience, skill, and media recognition. The membership is growing and other organisations are keen to form alliances.



Tactics for confronting power

1. Power is not only what you have but what the enemy thinks you have
 2. Never go outside the experience of your people
 3. Wherever possible go outside of the experience of the enemy
 - a. Disbalance
 4. Make the enemy live up to their own book of rules
 5. Ridicule is a man's most potent weapon
 6. A good tactic is one that your people enjoy
 7. A tactic that drags for too long becomes a drag
 8. Keep the pressure on
 9. The threat is usually more terrifying than the thing itself
 10. The major premise for tactics is the development of operations that will maintain a constant pressure upon the opposition
 11. If you push a negative hard and deep enough it will break through into its counter side
 12. The price of a successful attack is a constructive alternative
 13. Pick the target, freeze it, personalize it, and polarize it
- The real action is in the enemy's reaction**
- The enemy properly goaded and guided in his reaction will be your major strength**
- Tactics, like an organization, like life, require that you move with the action**



“Tactics means doing what you can with what you have”
Saul Alinsky

Choosing an issue

IN DIRECT ACTION organising, there is a difference between an issue and a problem. A *problem* is a broad area of concern, for example, growing racism and xenophobia in society. An *issue* is a solution or partial solution to the problem.

Once we understand the problem then we can think of the solution and by that we mean thinking about what we can do to solve the problem. Once we think we know the solution we then have to think about how we 'cut the issue'; that is how we frame the issue so as to maximise support.

We can tackle racism by just focusing on the victims and campaigning to improve their rights and access to services but that risks alienating other groups in society who might say that we only care about minorities. If we can widen our solution so we can show how others in society will benefit – be it economically, socially or culturally – then we have a greater chance of creating a wider coalition which in turn will improve the chances of us winning.

Before we embark on any campaign we have to look at its likely impact, both on our own organisation, the group in society who will be immediately affected and the wider community. Here are twelve things to think about before starting a campaign:

1. Will the campaign result in a real improvement in people's lives?
2. Will the campaign give people a sense of their own power?
3. Is the campaign winnable?
4. Will the campaign be widely and deeply felt?
5. Will it be easily understood by the general public?
6. Is there an easy and identifiable target?
7. Do you have a clear time frame that works for you?
8. Will it build leadership?
9. Is there any risk of it being divisive within your own organisation?
10. Can it raise money?
11. Is the campaign consistent with your own values and vision?
12. Does it set your organisation up for the next campaign?





Mapping your area

WHATEVER CAMPAIGNS we are involved in, whether it is party political or community organising or even a by election where we want to beat the BNP; being able to map our area is increasingly important.

To intervene successfully and efficiently in an area means knowing in as much detail what exactly we are working with. For example in some areas a demographic breakdown of the population might be important or it might be that particular socio-economic data can provide the key to unlock the route into achieving an audience with certain voters.

Put simply we map an area in order to target particular segments of the community to achieve the desired result. Targeting allows us to use our resources efficiently and mapping allows to identify the people and issues we need to address.

Broadly speaking there are two elements to successfully mapping an area. Bear in mind that this is not an academic exercise, indeed part of this process should be seen as activism aimed at growing your local group.

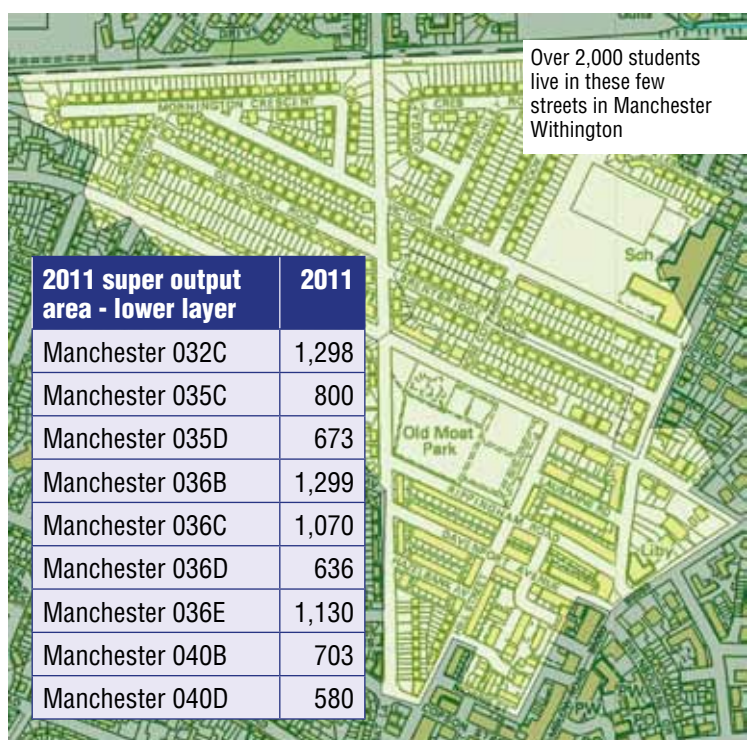
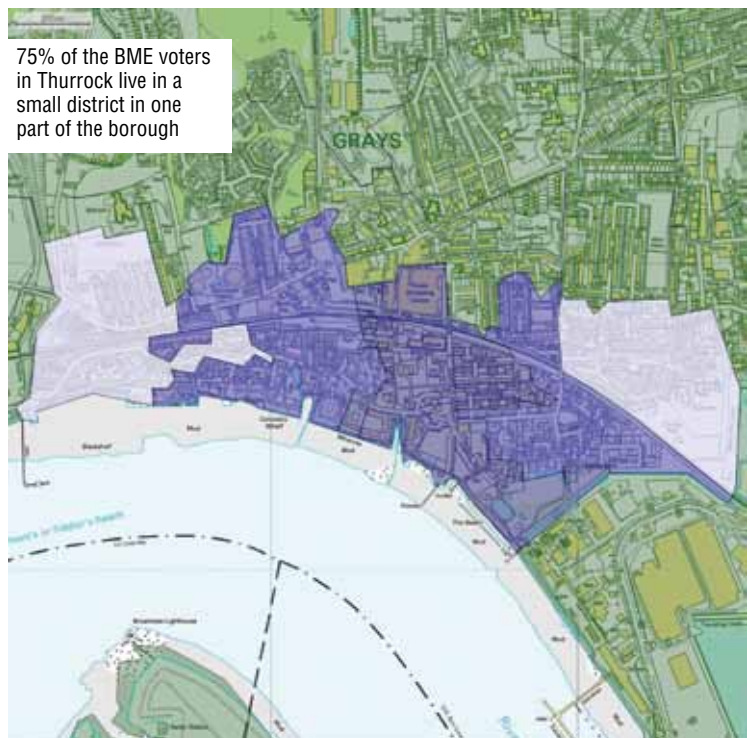
The first element of this work is to obtain a statistical breakdown of the area in question. Using sites such as neighbourhood.statistics.gov.uk we are able to start building a picture of the area. Of course for different areas we need to look at different data sets, (help can be provided for organisers with this)

This first part of the process should provide us with enough information to make decisions about what type of people we want to target; whether it be particular ethnic minority groups or students etc. It might also provide us with clues about what important local issues are by highlighting deprivation or other concerns.

The second part of this process involves linking up this information with real people in the community. We need to quickly identify the movers and shakers in the community, those people whose endorsement will open further doors.

If we have identified a constituency we want to target we need to identify individuals who can get us access to that constituency. This is also an opportunity to make contact with the local voluntary sector and representatives of faith groups.

A mapping exercise should therefore be seen as a vital first part of our campaigning, as the foundation upon which we will build.



Developing a strategy

WHATEVER YOU ARE TRYING TO WIN, it is always better that the target of your action voluntarily agrees to your demands and doesn't need to be pressured. For that reason, the initial tactic in any campaign usually starts with writing a letter and trying to have a meeting and a conversation. You can then set out your case and explain the facts, why you are morally right and how much people need the change you are advocating. Even talk about how it will be beneficial for whoever you are trying to persuade. Sometimes it works, often it does not.

When persuasion fails, it may be because the decision maker simply holds a strong opinion that is contrary to yours, but more often, it is because he or she is under pressure from groups with the alternate views. So, in this situation, we need a plan – a strategy – to pressurise our target.

A strategy is the overall design for building the power to compel someone to give your organisation what it wants. Short-term strategies can cover a period of days or weeks; long-term strategies can continue for many years.

We have produced a strategy chart that is a useful tool for campaign planning. It lends itself both to an overall campaign strategy and to planning of specific tactics such as a public meeting with a councillor or MP or pressurising the council over an issue.

The chart is a valuable focal point of a group planning process because it poses the necessary questions in a logical order and moves people through the planning process step by step.

Collecting the background information

Before filling out your chart, collect all the relevant information you might. This could include:

- A map of your area
- A separate or overlay map showing the wards and/or parliamentary constituencies
- Results from previous elections
- Demographics, so you know who lives where
- Background profile on your elected councillors/MPs
- A list of voluntary, community and faith organisations in the area
- A list of key employees

It is best to develop a campaign strategy collectively. It involves people in the decision making and pools good ideas.

THE FIVE COLUMNS OF THE STRATEGY CHART

There are five major elements to any strategy. Each has a column to fill in on the chart:

- Long-term, Intermediate and short-term goals
- Organisational considerations
- Constituents, allies and opponents
- Targets (who can give you what you want)
- Tactics

COLUMN 1: GOALS

Long-term goals

These are the goals you eventually hope to win and toward which the current campaign is a step. Your long-term goal might be to break down divisions between communities or to ensure a progressive candidate beats an anti-immigrant one at the next general election.

It is unrealistic to think you can win by campaigning on your long-term goal immediately because demand too much and you can end up with nothing. However, it is important for your supporters to know where this campaign is going and what, eventually, you want to achieve.

Intermediate goals

These are the goals you hope to win in this campaign. For us, it might be what we consider a victory in the European elections in our locality. It might be to do with the election outcome or it might just be about the state of your group.

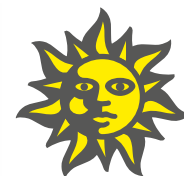
Short-term issue goals

Short-term issue goals are steps towards your intermediate goals. You don't always have to have short-term issue goals but they are useful, firstly, few groups are strong enough to win a major campaign without a period of building power. Secondly, just to sustain your organisation in a long campaign, people must see small victories along the way.

Short-term goals could be a leafleting session or a meeting with a councillor or MP. Short-term goals can also be useful in convincing a wider audience and potential partners that we can deliver.

COLUMN 2: ORGANISATIONAL CONSIDERATIONS

This column is essentially an organisational expense and income statement. You will list what resources you will need to accomplish your campaign, what revenue you hope to find to pay for the campaign, what



organisationally you want to get out of the campaign and also internal problems that have to be solved.

Your required resources is your essentially your campaign budget. It is important you list everything you can think of. Then you need to think about how you are going to raise this money and from whom.

In the next part of the column you need to list what you want out of the campaign. This is different from achieving your goals. How many new affiliates, members or supporters do you need to develop the campaign.

COLUMN 3: CONSTITUENTS, ALLIES AND OPPONENTS

This column is where you answer the questions, who cares about your campaign, what do they stand to win or lose, what power do they have and how they are organised.

A constituency is a group of people, hopefully already organised, whom you can contact and bring into the campaign. In filling out this column, be expansive, even far-fetched. The idea is to come up with a long list of potential constituents.

Some constituents or allies are obvious but some might not be. Try to think of these less likely partners too.

Think of each group as a hub of a wheel. Then look at the spokes. Who cares about these people? Who does business with them? Who provides services for them? What wider networks do they belong to?

Also make a list of individuals, groups and institutions that are likely to oppose you or be upset if you win. What will your victory cost them? What lengths will they go to to stop you. In a few cases you might find ways to neutralise them, but even if you can't it'll be good to at least understand what you might come up against. This will help you plan accordingly and not be caught by surprise during the campaign.

COLUMN 4: DECISION MAKERS (TARGETS)

The person with the power to give you what you want is often referred to as the target of the campaign. This does not necessarily mean they are bad people but merely that they have the power to give you what you want.

The decision maker is always a person. Personalising the target is a fundamental role of organising. Even if the power to give you what you want is held by the council, a political party, a Government or a business, you should still personalise it.

Make a person the target. Not only does this help narrow the focus of the campaign, but it makes your members feel that winning is possible.

Also list secondary targets. A secondary target is a person who has more power over the primary decision maker than you but whom you have more power over than you have over the primary decision maker. In our case, this might be a trade union which sponsors an MP or is influential in a political party, or a business that employs a lot of people.

List not only the secondary targets but also what power they have over the primary power.

COLUMN 5: TACTICS

Tactics are steps in carrying out your overall plan. They are the specific things that the people in the Constituency column do to the people in the Targets column to put pressure on them.

When you draw up your list of tactics, write down who will do what and to whom.

The tactics column is always filled out last to avoid the tendency to jump to tactics as soon as the issue is chosen.

Tactics should never be planned in isolation from the larger strategy of which they must be part.

Goal	Organisational Considerations	Constituents, Allies and Opponents	Targets	Tactics

Campaign recap

Five keys to building a team

1. **Clear purpose** why are we here?
2. **Clear goal** what are we going to do together?
3. **Roles** who is doing what?
4. **Doing stuff together** stop the talking and meeting!
5. **Meeting the team needs** are we taking care of each other? are we having fun?



Roles who is doing what?

Role	Responsibilities
Team Coordinator	Coordinate the work of the leadership team. Prepare for meetings, give support and coaching to the team.
Volunteer Coordinator	Coordinate and manage your team's volunteers (training, deployment, and debriefing, evaluating work of volunteers with them).
Recruitment Coordinator	Coordinate and track your team's effort to recruit supporters to your action.

Campaign diary

Here is your campaign diary. Keep it. Refer to it. Fill it in.

FEBRUARY 2014

1 Sat	National Weekend of Action
2 Sun	National Weekend of Action
3 Mon	
4 Tue	
5 Wed	Bite the Ballot 'National Voter Registration Day'
6 Thu	6.30pm HnH organisers' conference call
7 Fri	Send HnH HQ details of local HnH meeting
8 Sat	
9 Sun	
10 Mon	
11 Tue	
12 Wed	100 days to the election
13 Thu	Send email to local supporters and potential supporters
14 Fri	Send HnH HQ details of March campaign activity
15 Sat	
16 Sun	



17 Mon	
18 Tue	
19 Wed	
20 Thu	
21 Fri	
22 Sat	
23 Sun	
24 Mon	Start of a fortnight of HOPE not hate meetings around the country
25 Tue	
26 Wed	
27 Thu	
28 Fri	

Diary (continued)

MARCH 2014

1 Sat	National Weekend of Action
2 Sun	National Weekend of Action
3 Mon	
4 Tue	
5 Wed	
6 Thu	Deadline to get Campus events sent in to HnH HQ
7 Fri	
8 Sat	International Women's Day: HnH Women's leaflet available
9 Sun	
10 Mon	
11 Tue	
12 Wed	Send HnH HQ details of April campaign activity
13 Thu	
14 Fri	
15 Sat	
16 Sun	



17 Mon	Campus Call Out week
18 Tue	
19 Wed	
20 Thu	
21 Fri	
22 Sat	National demonstration against racism in London
23 Sun	
24 Mon	
25 Tue	
26 Wed	
27 Thu	
28 Fri	
29 Sat	
30 Sun	
31 Mon	



APRIL 29 Order faith-specific 'Souls to Polls' packs

APRIL 2014

1 Tue	Hold an activist meeting to plan Weekend of Action
2 Wed	
3 Thu	
4 Fri	
5 Sat	National Weekend of Action
6 Sun	National Weekend of Action
7 Mon	20 th Anniversary of Rwandan genocide
8 Tue	6.30pm HnH organisers' conference call
9 Wed	Send HnH HQ details of May Day of Action
10 Thu	
11 Fri	
12 Sat	
13 Sun	Vaisakhi – Sikh Holy Day
14 Mon	
15 Tue	Passover begins
16 Wed	

17 Thu	
18 Fri	Order faith-specific 'Souls to Polls' packs
19 Sat	
20 Sun	Easter Day
21 Mon	
22 Tue	6.30pm HnH organisers' conference call
23 Wed	Order your faith leaflets
24 Thu	Close of election nominations
25 Fri	
26 Sat	
27 Sun	
28 Mon	Workers Memorial Day: HnH leaflet available
29 Tue	National Weekend of Action newspapers and leaflets arrive
30 Wed	National Weekend of Action newspapers and leaflets arrive

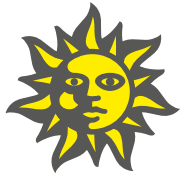
Diary (continued)

MAY 2014

1 Thu	May Day
2 Fri	
3 Sat	National Weekend of Action
4 Sun	National Weekend of Action Send HnH HQ report from Day of Action
5 Mon	HnH positive 'Our Britain' week
6 Tue	Deadline for voter registration 6.30pm HnH organisers' conference call
7 Wed	Deadline for new postal vote applications
8 Thu	Send HnH HQ details of Transport Tuesday events
9 Fri	Souls to the Polls: Faith weekend
10 Sat	Souls to the Polls: Faith weekend
11 Sun	Souls to the Polls: Faith weekend
12 Mon	
13 Tue	
14 Wed	
15 Thu	
16 Fri	



17 Sat	Super 48
18 Sun	Super 48
19 Mon	6.30pm HnH organisers' conference call
20 Tue	Transport Tuesday
21 Wed	
22 Thu	ELECTION DAY
23 Fri	
24 Sat	
25 Sun	Votes counted
26 Mon	
27 Tue	
28 Wed	
29 Thu	
30 Fri	
31 Sat	



Talking politics

10 rules for talking politics to ordinary people

1 ISSUES COME FIRST. You should always organise around issues rather than personalities or parties. People support candidates only because of how their policies would advance their interests.

2 PEOPLE WANT INFORMATION, NOT VOTING INSTRUCTIONS. No one likes to be told whom to vote for; instead people want credible information about the candidates and their policies. Compare and contrast where candidates stand on particular issues that are important to the people you are trying to convince. Based on this you can always make a recommendation.

3 PRESENT INFORMATION CREDIBILITY AND OBJECTIVELY. People are sceptical about politics and suspicious of politicians so you need to provide them with accurate and sourced information so they can trust you.

4 TALK UP OUR VALUES. Try to find an affinity between what you believe and the person/people you are talking to. Talk up our values and contrast them with those who we oppose.

5 MAKE POLITICIANS ACCOUNTABLE. An election is just the start of the process. By making the politicians you support accountable and keep to their word, you are likely to make gains for your members as well as make future support more likely.

6 USE HUMAN STORIES. People are sceptical of statistics so use human stories to convey bigger political messages. Real stories about real people can help change people's minds.

7 OF, BY AND FOR. Ensure people can relate to any communication you produce. By localising material and speaking in a manner which they understand, people will be more likely to read and believe it.

8 EDUCATION = PERSUASION AND PARTICIPATION. Research shows that the biggest barrier to participation is the low level of knowledge, consequently, by keeping people better informed we increase participation.

9 MIX COMMUNICATION. No one method of communicating with people is enough. Combine leaflets with speaking directly to people and other forms of organising.

10 FIND THE CORRECT MESSANGER. Don't just rely on your authority to convey a message, think of your audience and who they will listen to most.



Setting up a HOPE not hate group



Having an existing local HOPE not hate group will greatly enhance your ability to respond to a by-election or local event. You will have a pool of activists to call on and a name for people to rally around.

Here are a few pointers to setting up a group.

- Get an email address. We can provide you with a HOPE not hate email address and password for your local area. Get in contact with us and we will sort it out.
- Initial email. Give us the details of the group and we will send out an email to all HnH supporters in the local area. Obviously, it is important you give people something to do, perhaps join an action, attend a meeting or fill in a survey about what they would be willing to do to help. We have a standard survey that can be customised to your group and sent out.
- Build an activist base. Draw up a list of individuals you think will be likely to get involved if they are asked

– and then ask them. Encourage new activists to ask their friends and contacts. Sign-up cards are useful for building local activist lists. Carry them around to each meeting and get people to fill them in there and then.

- Spread the word. List the other organisations you think are likely to oppose the BNP, for example, trade unions, faith communities, voluntary and LGBT groups and of course BME communities. Get one of your activists to commit to making links if you don't already have them. Introduce yourself to the main political parties in your target areas.
- Involve activists. Although you do not want your group to get bogged down in meetings and talking, you must create a structure in which other activists can discuss ideas and plan events. This way you increase the number of people involved but also show that you value activists.
- Press release. Write a letter or send a press release to the local newspaper about your group. A positive article in the local newspaper will hopefully attract interest or at the very least alert people to your group's existence. We can provide a standard press release.

An eight-step plan for recruiting

List and contact known activists in your area.

They will become your key activists in your campaign. However, to make sure that you get the most out of them you will need to involve them in the campaign plan at an early stage.

Identify potential activists.

Talk to known activists and ask them to list other people who they think might be interested in getting involved in this campaign. For each potential activist, identify who is responsible for recruiting them. We can send out an email to local HnH supporters asking if people would like to get more involved.

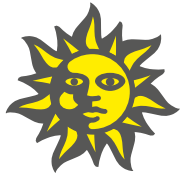
Engage in supporter education.

The more our supporters know about the issue and its importance, the more likely it is that they will get involved. You can do this through leaflets, newsletters, meetings and one-to-one conversations.

Give activists short-term assignments not long-term commitments.

People will be more likely to volunteer if they are asked to undertake a short and specific task rather than feel they have to make a long-term, seemingly never-ending commitment.





Recruiting activists

An important key to successful volunteer recruitment is to inform and involve supporters in the plan. When supporters feel they have ownership of an activity they are more likely to work harder to make it a success.

A good recruitment strategy needs a plan.

It also requires you to understand why people volunteer for an activity and why they don't.

Why people volunteer

- They want to make a difference.
- They were personally asked to help.
- They understand what is expected.

Why people DON'T volunteer

- They don't think it matters.
- They don't identify strongly with the issue.
- They don't feel they have the time.
- They have never been asked.



Making the ask

Most people don't volunteer because they are never asked.

But even when you make the "ask" be careful of the language you use. Never say, "I know you are busy but could you" Before you even get to say what you want, the person is already thinking about how busy they are.

Give simple, specific and achievable tasks and make sure you have all the necessary information at hand when you make the "ask".

activists

Give recognition to volunteers. Recognition fosters personal pride in the "volunteer". When volunteers' efforts are publicly acknowledged, it validates their sense of contribution and makes it more likely that they will volunteer again.

Make volunteers part of the team. Ask for their input on activities. Could they suggest anything that would make the task more successful? Ask them if they enjoyed what they did or whether there was something else they needed, like more information on a certain issue. A common feedback in our HnH surveys was how our supporters appreciated being asked their opinion.

Tell volunteers about their success. Again, this is about showing volunteers the value of their contribution and making them feel part of a team. The feeling of inclusion and sense of contribution will make them want to come back and volunteer again. This can be done by an email to supporters and a posting on the HnH website.

Mentor new and prospective volunteers.

This is the best way to recruit and retain volunteers. Supporters are more willing to volunteer if they build relationships with other active activists.

5

6

7

8

Partners in the community

There are a number of groups who are perfect partners for a local HOPE not hate group in our campaign against extremism and a more peaceful and inclusive society.

Map your community and list the organisations in your local area which you could make contact with. Ask to meet them rather than just expecting them to come to you. It shows respect and makes a positive response far more likely.



TRADE UNIONS

There are trade union branches everywhere so get in contact and invite yourself along to speak to them. They will appreciate a speaker on why their members should not blame migrants for the economic crisis while they have huge networks through which you can promote your events.

FAITH GROUPS

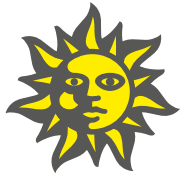
Faith communities have been at the forefront of campaigning for social justice and so should be perfect partners for HOPE not hate. Make a list of faith groups and ask for a meeting but do remember to be respectful of their cultures.



LOCAL CHARITY AND CAMPAIGN GROUPS

People attracted to local campaign groups, like Amnesty and Oxfam, are also likely to be interested in HOPE not hate campaigns. Reach out to such groups but be mindful that you come across as a partner not as poaching.





LGBT GROUPS

Extremist groups have long persecuted the LGBT community so a link with such groups is logical, however many do not necessarily understand or remember this persecution so awareness raising is an additional benefit to any link.



WOMEN'S GROUPS

Our campaign for equality mirrors that of women's groups and given the hostility many extremist groups have towards women there should be many areas to work together. With International Women's Day on 8 March there should be plenty of opportunities for joint projects.

MIGRANT GROUPS

Migrant communities are facing massive hostility from the media and so need all the support they can get. They are likely to be nervous to get actively involved in the campaign but they will appreciate the solidarity and support you can offer and you should try to promote their stories in your material and through the media. Offer to take up issues they are facing, like employment exploitation, and maybe involve unions and other groups in defending them.



STUDENTS AND YOUNG PEOPLE

All research says that young people are far more accepting to immigration and are less likely to be racist so they are perfect partners. They are also, however, far less likely to vote, so look for partners with whom you can run voter registration and voter turn-out campaigns. Colleges and youth groups are perfect partners for this but remember, involve young people in your campaigns if you want to be taken seriously by other young people.



Next steps

Think about the objectives of your campaign and then prioritise the groups listed above that you need to work with to achieve your goal.

Map your area. Do some research and then list all the groups/people who make up your chosen partners within your locality.

Write them a letter and introduce yourself or your group. Ask for a meeting, but remember, be respectful and offer to go to them rather than inviting them to one of your events.

Make sure you think of the common ground and shared interest between your groups. The more your objectives meet theirs the greater the chance of joint working.

Writing a leaflet

LOCAL LEAFLETS are always preferable to national leaflets. A leaflet customised for a specific area allows you to address local concerns, attack the local BNP candidate and carry endorsements from the local community. Here we look at a few key principles in putting together a local leaflet.



Before writing the leaflet you should think of WHO? WHAT? And HOW?

- **WHO** is the leaflet aimed at?
- **WHAT** single message are you trying to get across?
- **HOW** does this leaflet fit in with your overall campaign?
- Before you begin writing, summarise in one sentence the message you are trying to get across. As you write the leaflet, and certainly once you've finished, look at your answers to the three questions again and check if your leaflet has done the job.



TEN TIPS TO WRITING A LEAFLET

1 YOUR LEAFLET MUST BE AIMED AT A SPECIFIC AUDIENCE

Your leaflet will be more effective if you think about whom you are aiming it at and what you are trying to achieve. Only then can you think about the contents.

A leaflet aimed at persuading people not to vote for a right wing party will be different from a leaflet targeting identified anti-racist voters.

2 WRITE A CATCHY HEADLINE

Research shows that most people take a few seconds to look at a leaflet or letter before they decide whether or not to go on reading. That is why the headline is so important.

In the headline, and perhaps a snappy strapline directly underneath, you should be able to sum up the leaflet. Either they will want to read on or at least they will understand the message from the headline.

3 BE CONCISE AND CLEAR

Don't try to cover too many issues in one leaflet. Raising several issues will only confuse readers and means your central message gets lost. Use the language of the Mirror rather than The Guardian, ie plain and concise English.

Don't allow your argument to get drowned in details and figures as this will dilute the power of your message.

4 CREATE A BRAND IDENTITY

Advertisers say that it takes six mailings or newsletters before people begin to recognise a brand name. A leaflet put out just before an election is much less likely to be read than a regular newsletter.

Think about the title and design a logo or image with which local people can identify.

A newsletter also shows continuity. You can defend yourself against the charge that you are only interested in voters during election times by producing a regular, numbered newsletter.

OWES OLOGY

very meeting attended
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on't let them fail us again.

Do you want Nick Griffin teaching our children?



If the BNP win control of the council, BNP leader Nick Griffin will be running our schools and dictating what is taught to our children.

Can you imagine history? Griffin does not believe that Britain should have gone to war with Hitler. He doesn't believe that the

Holocaust happened. Do you really want our children to be taught this extremist nonsense?

What next? That the earth is flat? Nick Griffin wants to force his extremism on our schools.

For the sake of our kids we must all vote on Thursday to ensure this doesn't happen.



**VOTE HOPE NOT
HATE ON THURSDAY**

HOPE not hate
Celebrating modern Britain
exposing the extremists behind the BNP



Your vote your choice

ON THURSDAY YOU WILL BE GOING TO THE POLLS TO
YOUR LOCAL MP. You will be electing a person who
you and your interests in Parliament for the next

In these difficult economic times it is vital that you are
someone who will speak up for you and fight for you.

It is an important election and so it is an important
This is why we are urging you to not vote for the BNP.

We have seen the BNP before and they offer local people
want to look forward to the future not be dragged back
old days of the past. Remember the riots? Remember
hate that ripped this town apart ten years ago? Think
Oldham needs in these difficult times.

Vote for a candidate who offers a better future
Oldham. Reject the racist BNP.

Vote HOPE not hate on Thursday

www.hopenothate.org.uk



**BURNLEY & PADIHAM
GAZETTE**
COUNTY COUNCIL ELECTIONS SPECIAL
APRIL 2013
**IT'S TIME TO
RED CARD
THE BNP**



**(ONCE
AND
FOR
ALL)**

WWW.HOPENOTHATE.ORG.UK

5 USE HUMANS

Use people from the local community to endorse what you are doing. Voters will be far more convinced by pictures and short statements from genuine local people than by a statement from a politician.

Likewise, use human stories to get over a message rather than statistics or long polemics. Make your argument relate to the lives of the people the leaflet is targeted at.

6 BE PREPARED TO LISTEN

Demonstrate that you are prepared to listen to local concerns and are not there just to preach. You might think about using a questionnaire, survey or phone poll to learn about the key issues affecting local people (a useful way to engage with voters in any case) or encouraging people to write in to your group.

7 BE POSITIVE

Be as positive as you can in your leaflets.

Although you may have to attack far-right groups, you should try to do so by contrasting it with a positive thought. Research shows that voters respond positively to leaflets that talk favourably about the area.

Leaflets should describe local people as "decent", "hardworking" and "fair". By contrast extremists should be described in negative terms: "divisive", "extremist", "lying" and "exploitative".

8 KEEP YOUR MESSAGE AS LOCAL AS POSSIBLE

The more local you are, the more you can tailor your leaflet for a specific audience and so your message becomes even more powerful. It is very rare to have a homogeneous ward and in many areas people in one part of the ward might not necessarily identify themselves with people in other parts.

The more you can reflect these differences in your leaflets the more likely your leaflets are to resonate with voters.

9 USE CARTOONS

Not only do people like cartoons, the reader's eyes will also be drawn to them especially if they are humorous.

Cartoons have the added bonus of being easy to reproduce on a risograph or photocopier whereas the quality of photos can easily deteriorate making them hard to view.

Just like your headline, the cartoon should encapsulate the message you are trying to convey.

10 STICK TO YOUR MESSAGE AND BE REPETITIVE

Don't be afraid to repeat your message over and over again. You may be getting fed up hearing it, but the chances are that the voters are just starting to listen to what you are saying. If you try to talk about too many issues during the campaign, voters will miss the point. While you shouldn't ignore other matters, focusing most of your literature on one or two particular issues throughout the campaign means that voters are more likely to understand what your message is.

TOP TIP

Why not put a local landmark in your headline?

People's eyes will be drawn towards it and it will emphasise that it is a local leaflet.

Use a photo if you can get a sharp picture or get it drawn freehand.

HOPE not hate can help here.

HEART OF THE VALLEY

OPPOSING HATRED AND EXTREMISM IN THE RIBBLE VALLEY

ISSUE 4

VOTE TO SAVE

Building a successful Day of Action

A DAY OF ACTION is a great way to get large quantities of literature out while simultaneously bonding your activists. Asking people to donate their time on one day will attract potential supporters more than a weekly activity which rarely sees more than the super-activist attend. Of course, an impressive Day of Action is likely to result in people being more willing to come out again. Here are some ideas to building a successful Day of Action.



1 IDENTIFY YOUR OBJECTIVE

What area do you think you can cover in an activity? Be realistic but also challenging. It is always better to hit your target and then do a bit more than to overreach and undermine morale by falling short of your objective.

Think about how many activists you have but also how many you could mobilise if you run an effective campaign. Once you know your objective, work out how many people it would take to cover your chosen areas. Our rule of thumb is that each person can easily commit to delivering 200 leaflets. Multiply the number of activists you have by 200 and then increase it depending on how many extra people you think you can mobilise. That will give you a minimum target to mobilise.

National Weekend of Action: 3/4 May 2014

HOPE not hate is encouraging its local activists to hold regular campaign days so as to give their supporters something to do. At the very least they should be monthly, ideally more regular.

Over the weekend of 3rd and 4th May we are holding a National Weekend of Action. If there is one weekend when we are trying to organise events around the country then this is it.

2 BOOK A VENUE

The best way to run a Day of Action is by booking a hall or room from which you can operate.

You can lay out your material, stay dry in bad weather and put on food and drinks for your activists. There is nothing worse than an activist who arrives late to find everyone has gone.

Maybe ask a union to sponsor the day. They can pay for the room and also some food.

3 FACEBOOK

Set up a HOPE not hate Facebook page to spread the word and get people to sign up. But don't forget that people signing up to a Facebook page doesn't mean they will definitely come. Facebook is just a window to your campaign. You will need to chase everyone who signs up, ideally face to face but alternatively by telephone or email.

4 BUILD YOUR EMAIL LIST

An email list is far more important than only relying on Facebook. Data is power and the larger your database the greater the numbers you will be able to get out.

Draw up a list of local activists and then ask them to add in a dozen more names each. You will quickly have a good local list.

Don't forget, we will also be emailing people in your area. You can then chase people up and ask them to get more involved.





5 FLYER

Knock up a simple Day of Action flyer to advertise your event. We can provide you with a template if that helps. Ask people to give one hour to fight hatred and intolerance.

Basic logos, images and texts can be found on our website.

Don't just drop the flyers on seats at meetings, talk to people. It is much harder for people to say no if you ask them directly.

6 BUILD YOUR ACTIVIST BASE

Start by drawing up a list of all your current activists. Then draw up a list of individuals you think are likely to get involved if they are asked.

This is a good job to get your activists to do at a meeting because if you ask them to do it when they get home the chances are they won't.

Get a commitment from your initial activists to go and ask everyone on their list to commit to the Day of Action. Make sure they have asked them and collect in the results. Stress that this is a team effort and everyone needs to play a part.

7 SPREAD THE WORD

List other groups who might be willing to join the Day of Action, for example local trade union branches, political parties, progressive local groups such as Amnesty and Oxfam and the students' union at the local college. Get one of your activists to commit to making links if you don't already have them.

Remember, the greater your numbers the more material you can distribute.



Making the ask

Most people don't volunteer because they are never asked. Asking people directly to the face makes it even more likely that they will commit to an activity.

Think of anyone you know who might be concerned about the campaign and ask them. The worst they can do is say no.

But even when you make the "ask" be careful about the language you use. Never say, "I know you are busy but could you ...". Before you get to say what you are after the person is already thinking about how busy they are.

Give specific tasks and make sure you have all the necessary information at hand when you make the "ask". Make sure you know the date of the action, the meeting place, the time and the objective.

Finally, always think about who is the best person to approach an individual or group.

However popular you think you are there might always be a better person to speak to a particular audience.

8 ONE + ONE

If people cannot attend the Day of Action, ask them to cover an area in the immediate vicinity of their home. One plus one, their street plus one other, is another simple way to distribute your material. But don't forget, mark off where people are committing to so those streets do not get done again on the Day of Action.

9 BROADCAST YOUR ACTION

Use the local media and other outlets to spread the word about your activity. Let people know what you are doing. This can bring in new activists but, just as importantly, it reminds your supporters about the Day of Action. The more people hear about it from different quarters the more likely it is that they will turn out.

10 NUTS AND BOLTS

A successful Day of Action is often determined by the preparation beforehand. You need to make sure you have accurate maps and walks for your chosen area. You will need to produce an information sheet to give to everyone who turns up, which should include an explanation of your objective, simple "do's and don'ts" (we can send you a standard version to adapt) and a contact number in case of a problem.

You should also designate your activists as "walk co-ordinators". They should lead teams out.

Ask the walk co-ordinator to be responsible for finding two or three other people to help them.

This spreads the workload and builds the campaign.



Building a successful Day of Action (continued)



11 CREATE A BUZZ

In the few days leading up to the Day of Action you need to create a buzz around your activity.

Stunts, visual actions, Facebook messages and emails are vital to create a sense of urgency and importance around the action. Get your core activists to ring or visit everyone who has sign up to the activity. Don't just rely on emails or the belief that people don't need reminding.

12 DAY OF ACTION

Arrive early to set up. Have the walks clearly marked out and piled up with the right number of leaflets.

Have a signing-in sheet and one or two people clearly in charge and available. It is also good for morale to have a map of your designated area on the wall and mark off sections as they are done. Your activists are more likely to go out for a second walk if they think you are close to reaching the target. Put on refreshments and snacks and even consider a social event afterwards.

13 FOLLOW-UP

Don't forget to write to everyone who attended to thank them for their work. Tell them what was achieved and perhaps suggest how they can get more involved in the campaign.

Appreciating your activists is vital but all too often overlooked.



Checklist for the National Weekend of Action 3 and 4 May

✓	Determine your objective for the day
✓	Calculate how many people it will take to achieve your objective
✓	Find a venue to meet
✓	Set up a Facebook page
✓	Build an activist email list
✓	Design a flyer for the day
✓	Get existing activists to list 10 friends they will ask
✓	List other organisations to approach/invite
✓	Write an information sheet for people attending
✓	Have a signing in sheet for the day
✓	Send a 'thank you' to everyone who attends and ask them to get more involved

NEED HELP? then contact HOPE not hate and one of us will get back in touch, office@hopenothate.org.uk



Using the media

Any local activity carried out by HOPE not hate, whether it be leafleting, a meeting or an online petition, can be used to raise the profile, generate interest and reinforce our core messages.

It is important to consider the news value of events and plan ways to maximise opportunities to gain recognition and promote HOPE not hate. However small an event may seem, it will have an intrinsic PR value as a story about the people involved, the work being carried out and the threats we face.

It is important to understand how to achieve the best coverage.

For example

- | | | |
|----------------------------|---|--|
| 1. What are you doing? | ↔ | 1. Local petition against a planned BNP meeting. |
| 2. What is the objective? | ↔ | 2. To mobilise people opposed to the BNP to add their voice to the campaign. |
| 3. What is the outcome? | ↔ | 3. To get the meeting cancelled and through it build the HnH campaign. |
| 4. What is the news angle? | ↔ | 4. Hundreds of local people taking a positive action. |
| 5. Who is the target? | ↔ | 5. Local newspaper and radio. |

Developing a media strategy

1 PLANNING. It is always useful to think about a media strategy when building a local group. By developing relationships early you can access the media more quickly when an issue arises.

Think about the local media you could use. There may be a local newspaper, a radio station or even popular local blogs. Find out when deadlines are.

2 RELATIONSHIPS. Try to find a friendly journalist with whom you can build a relationship. A friendly journalist is more likely to cover your actions sympathetically.

3 DO THE WORK. Local journalists will love you if you can produce the components of a story for them. That may mean supplying a photo or background on a BNP candidate. You could line up a community representative or “ordinary” person to give them a quote. It might also mean taking them around an area to meet ordinary people.

This might sound time-consuming and annoying (after all, journalists get paid for writing articles) and yes it is. But the sad truth is that you are more likely to get your story in the paper if you spoon-feed the journalist.

4 WHAT IS THE MESSAGE? Our message is the point we want to get across. If people know only one thing about HOPE not hate, or a particular campaign, what do we want it to be?

5 MOVERS AND SHAKERS. Try to use local celebrities or a well respected person in the community in your media strategy. This can be in person on an action or simply a quote.

A local paper is much more likely to run a story if it has a quote from a local celebrity or vicar than from a political hack.

6 BE CAREFUL – DON'T LIE. Don't be afraid to tell a journalist that you don't know the answer to a question. If you are unsure, say you will get back to them. The worst thing to do is feel you have to say something there and then and get it wrong.



Using new media

NEW MEDIA is a cheap and easy way to promote and spread local campaigns. While HOPE not hate will run a national social and digital media operation, and we'll shortly employ someone full-time to work in this field, there is a lot you can do locally.

We would suggest that every local HOPE not hate group sets up its own Facebook page and Twitter account. That way, you can promote your group locally, advertise your events and encourage participation.

While we can use our website and national email list to get across the general tenants of the campaign, by having your own sites you can let your supporters know what is happening locally, have more specific 'asks' and follow up campaign events and actions by posting reports and photos.

We can supply you with logos, artwork and images but accounts have to be set up by you.

However, as with any campaign, some thought needs to go into its use and intended audience.

If you have any questions or need help, then please do not hesitate to contact us on 020 7681 8660.

Facebook have put out this guide for political campaigners

1. Try to upload an image or photo with every post.

We find that posts with images are getting twice the amount of engagement as other posts. Need volunteers? Show a photo of people knocking on doors or making phone calls. Have yard signs or bumper stickers available? Show a photo of the yard sign or sticker on a car.

2. Schedule posts between 9 and 10 p.m. We've found this hour is one of the most engaging on Facebook. Use the recently launched feature to schedule posts so you can make sure you're reaching your fans during this time period.

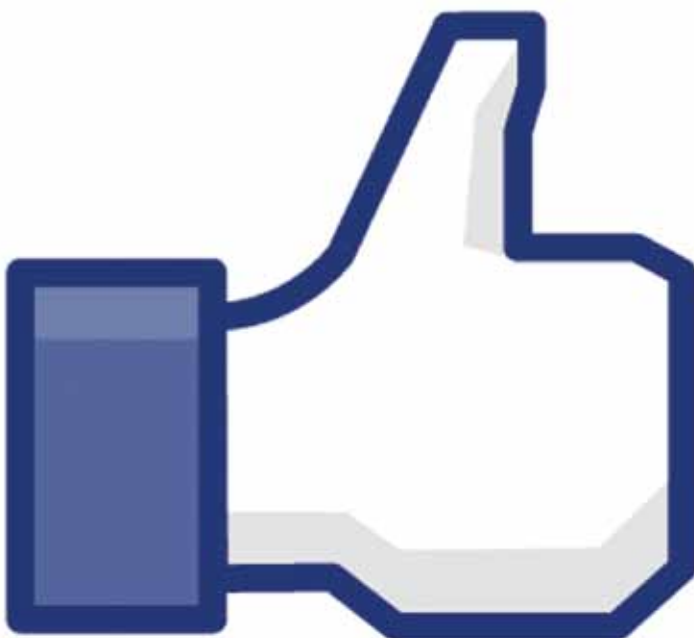
3. Post at least once every day. It keeps your supporters more engaged and keeps your content in their news feeds.

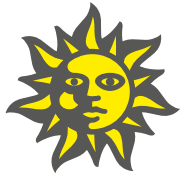
4. Use Facebook ads to promote your content, gain new fans, and increase engagement. Regardless of budget, create some Facebook ads that promote your content to fans and friends of fans. At any time, only about 16% of your fans will see content from you organically, but by boosting your content in this way, you can make sure they see your latest commercials or volunteer opportunities.

5. Create an interactive experience by involving your audience in the discussion. Gauging the opinions of your constituents using Facebook Questions or encouraging fans of your Page to submit questions or comments creates a genuine dialogue between politicians and their supporters.

6. Post in your own voice. Facebook users have come to expect a genuine experience when engaging with the friends and causes they value the most. Sharing photos from 'behind the scenes' and highlighting the human aspect of the campaign is the best way to let supporters see a candidate as a real person.

7. Go multimedia! Including live or pre-recorded video segments on your Page is a great way to involve supporters in the goings-on of your campaign. Hosting live video through third-party Facebook Page tabs is also a great way to provide a variety of engaging materials for your supporters to share.





Getting a HOPE not hate Twitter account going

THIS IS A QUICK GUIDE to getting your local HOPE not hate Twitter account off the ground and help you spread your campaign in the area to a wide audience.

GAINING FOLLOWERS

Effective campaigning on Twitter is pretty simple, but takes a bit of work to get going. The one really important tip to remember is that the more people that you follow on Twitter, the more will follow you back. The trick is to find other, already existing Twitter accounts that are run by organisations or individuals that have a similar world outlook to HOPE not hate. For instance, trade unions.

Step One: Search as many combinations of Trade Unions coupled with your local area. E.g. “Lincoln Unite”, “Lincoln PCS”, “Lincoln NASUWT” etc.

Step Two: Once you have found a local Trade Union Twitter account, click on their followers list to bring up all the other accounts which and work your way down the list following each account.

Once you have got to the bottom on the list, try and find another account similar to HOPE not hate and start the process again. Once you have excused Trade Union accounts, would recommend moving onto campaigning groups such as Amnesty International and then political groups.

This may seem like quite a time heavy and laborious process (which, unfortunately it can be), but something that can easily be done while watching film or listening to the radio, and the time will fly by.

KEEP TWEETING!

People are more likely to follow you back if they see that your account is active and tweeting information that is of interest to them. We would recommend that you tweet at least once or twice a day.

Of course, a local HOPE not hate group is unlikely to generate two items of news a day, so it worth looking out for local news that may be of interest to your follows. Remember that HOPE not hate is as much about celebrating modern Britain as it is about defeating extremism. If you see a nice article in the local press about the positives of community spirit or multiculturalism in your area – give it a tweet!

You Tweet by clicking the blue icon in the corner, which brings up a text box. Simply type the heading you want to catch people’s attention, keeping under the character limit, and copy and paste the link for the news item.

To copy and paste a link. Just highlight the link from

the webpage with the news item, right-click and select “copy” from the menu.

Then right-click again in the text box on Twitter to select “paste”, and the link will appear in a shortened form once you tweet.

Alternatively, to “retweet” someone else’s tweet (like HOPE not hate’s!), click on the icon that looks like a recycling symbol. This will then post the item onto all of your follow’s timelines.

Worth giving a quick thought about what time of day you tweet. Best to try and tweet when your followers are most likely to be looking at their account. Research shows that people check their accounts most when on their commute or during the evening. Try tweet at these times, as it will give you the best coverage.

ACCOUNT’S IMAGE

Remember to use a profile photo and a background image. Try and keep it, like with the tweets, as local as possible. Best practice is to try and use a photo of something iconic in your area, such as prominent landmark or building. This can be edited in Settings, accessed by clicking on the cog icon in the top-right, and then going to the profile area.



Quick tip

include a picture in your tweet to make it stand out more on people’s timeline. You do this by clicking on the camera icon when you tweet, and then select the picture you want from your documents.

Working with Trade Unions

TRADE UNIONS are vital partners in our campaign against racism and fascism and while we work with them nationally you should build alliances with them locally.

A local trade union branch can give you money, activists and an opportunity to speak to dozens, hundreds or even thousands of local people.

In addition to local union branches there are also local Trades Councils, who bring together unions to work and campaign around issues affecting working people in their local workplaces and communities.

Make a list of local union branches and send them a letter, but remember, be prepared to go to them rather than just expecting them to come to you. Invite yourself to address a local union meeting or ask to meet the union branch secretary in person.

This will not only increase the probability of them supporting your campaign but you might also come up with ideas which you have not previously considered.

With the current hysteria over migrant workers “taking” the jobs of British workers, HOPE will be producing a simple leaflet explaining why improving workers’ rights is the main issue rather than tighter immigration controls.

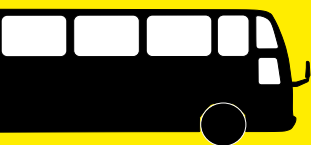
These leaflets will be ready at the beginning of March so please do get in touch with Jean (tradeunion@hopenothate.org.uk) if you would like to order some.

HOPE not hate is also linking up with the TUC to deliver a positive immigration campaign. We will be particularly focusing on London and the South East, the North West and Yorkshire.

We will also be looking to unions to help lead our effort on 20 May – Transport Tuesday – when on that one day we hope to leaflet over 300 transport interchanges around the country.

Draw up a list of train, bus and tube stations in your area and ask each union branch to take a lead on this day.

TRANSPORT TUESDAY



PLEASE COMMIT TO HOSTING AN EVENT IN YOUR AREA

Station of choice	<input type="text"/>
Name/organisation	<input type="text"/>
Email	<input type="text"/>
Address	<input type="text"/>
	<input type="text"/>
	<input type="text"/>
Postcode	<input type="text"/>
Telephone number	<input type="text"/>

On Tuesday 20 May HOPE not hate will be making one final push to turn out the anti-racist vote ahead of the European and local elections. On this one day we will be hoping to leaflet at least 300 train and tube stations and other transport interchanges across the country. With our target of putting out 500,000 leaflets in one day, it will be the biggest single anti-fascist day of action in British history.

To make this happen, we are asking people and organisations to commit to taking a lead at their local station or public place. We will then encourage our individual supporters in your locality to join you on the day.



SIGN UP TO TRANSPORT TUESDAY AND HELP TURN OUT THE ANTI-RACIST VOTE





Workplace mobilisation

WORKPLACE MOBILISATION is member-to-member communication within the workplace aimed at educating the membership on our issues and then mobilising them for specific tasks and actions.

The workplace is our terrain. It is where you, as union activists, interact with your members every day. It is also the only place where we can engage with members while other groups can't. The greater the member engagement in the workplace, the increased likelihood that your members will listen to your message and act upon it.

This page looks at the benefits of workplace mobilisation and sets out a step-by-step guide to implementing a plan and recruiting and involving activists.

Advantages of worksite mobilisation to communicate with members

- You can be sure that the message reaches everyone, especially those who are less active in the union or do not attend union meetings.
- It is more personal. People respond more readily when someone takes the time to talk to them or they receive a leaflet from a co-worker.
- It gives union members a chance to be heard. It is important to make worksite communication a two-way process that requires members both to talk and to listen.
- It shows members the union is concerned with the problems they face and is aggressive about reaching out to them.
- Showing respect and concern about members' issues is likely to increase their participation.
- Increased activism builds the union locally and makes it better placed to fight on other workplace issues.



A four-step guide to developing a worksite mobilisation plan

1 What is your message? It is vital that we link communications to members on the European election to issues important to your members. We cannot simply rely on saying the BNP is racist and nasty. Yes it is, but we need to link this fact to the impact a BNP election victory would have on your members. The more you can make the link the more likely your message will be listened to.

2 What is the "ask"? We mobilise people for a reason: to take action. Whether it is voting for a candidate, volunteering for an activity, showing up for a meeting or even signing a petition, we communicate with members to inspire action. Whatever activity we are doing, we need to make sure that there is an "ask" – a specific action we want members to undertake.

3 Who are the messengers? The most effective way to organise is face to face, one union member to another. An item of mail or a phone call cannot build solidarity, educate, motivate or inspire trust better than one worker talking to another at the workplace. Our tactics must aim to bring workers together to talk. Use the steward network to carry the message and recruit volunteers.

4 How is the message delivered? Decide the tactics you will use to get the message out to the membership. Will you hand out leaflets? Where will you hand them out? If you can't hand out leaflets, what other methods can you use to get the information out? What are the opportunities for one-to-one conversations with your fellow members?

Engaging with Students

STUDENTS HAVE THE POTENTIAL to provide a key activist base for HOPE not hate's 2014 European Election campaign. Students have the advantage of having less stringent time commitments than other activists may have, such as work and family. In addition, the vast majority of undergraduates will have their Wednesday afternoon free of lectures or tutorials, allowing HOPE not hate to be a little more flexible when organising campaigning sessions, rather than just relying on weekends.

The first point of call is the Students' Union and engaging with them will dramatically increase your effectiveness and reach on campus.

THE EXECUTIVE (SABBATICAL OFFICERS)

All Students' Unions will have a team of elected full-time officers who will make up the bulk of the Executive (commonly known as Sabbs – Sabbatical Officers), these will range in number from 1 to 8, and the average is 5. This will normally consist of a President with other officers holding portfolio positions. Some Unions then have part-time officers on the Executive, who will hold small portfolios but will also be full-time students.

The best thing to do is to try and arrange a meeting with a full-time officer whose remit best fits in with HOPE not hate's work, such as titles containing "Campaigns", "Engagement", "Community", etc. Try and avoid getting in contact with the President, as loads of organisations will be after their attention and you will more likely be lost in a sea of other people they have never heard of. The other officers will have less people trying to contact them and will, therefore, be more flattered by your approach.

These positions will change each year, with most new officers being elected before Easter, ready to take up office in July. The negative of this, from HNH's perspective, is having to re-introduce yourself each year to a new person. The positive is that if you do not hit it off with an officer one year, just try again the next.

CAMPAIGNING IDEAS – QUICK TIPS

Campaign Stall: A campaign stall in a prominent place on campuses is an easy way to kick off a campaign on campus. Not only will hundreds of students and staff walk past but it also provides a focal point for people to sign up or get more information on the campaign.

Visual campaigning: One aspect to remember is that most of the large campuses will have a lot of campaigns being run on them on a wide variety of issues, making it important to stand out. This might sound daunting, but often the most simple idea is the most effective. One idea, which HOPE not hate will be trying to encourage campuses to do, is to have people tie yellow ribbons around trees/posts/benches on a prominent route to campus. This will make people aware that something is happening on the campus and (fingers crossed) want to find out about the ribbons, encouraging them to make their way to your campaign stall or meeting.

Lecture Shout-Outs: This is one of the quickest student campaigning tactics and the most effective. The benefit of campaigning to students is that they spend a large amount of time sitting in big lecture theatres, where it is possible to speak to hundreds of students in a very short space of time.





Most lecturers will be willing to allow you one or two minutes to make an announcement before a lecture starts where you can inform them about either a meeting or campaigning session.

Good advice would be to target students doing Arts degrees and take along an acetate in case there is an OHP, so you can easily display a poster while the students are walking in.

CAMPAIGNING ISSUE

Students' Unions are protected by law under the 1994 Education Act, however they are also forced to register themselves with the Charity Commission and abide by the rules and regulations that any other charity has to abide by. The downside of this means that they are not directly allowed to involved themselves with any party political campaigning, which includes HOPE not hate's anti-BNP/NF etc. campaigns.

It is not all doom and gloom as this only applies to Students' Unions as the organisational body, and not the individual students themselves. So student groups and societies are still able to lead support and help promote the campaign. Also, the Students' Union can still push other aspects of the campaign, such as voter registration, as this falls under helping to enhance their members, which the Commission allows.

QUICK SUMMARY

- Explore the option of holding a campaign session on a Wednesday afternoon
- Try to contact a member of the Executive with a relevant portfolio to the campaign
- Co-ordinate through the student societies

Student call-out 17 – 21 March

During the week 17 – 21 March HOPE not hate will organise a week of activities on campuses across the country.

We will provide the following:

- A **leaflet** explaining the elections, the threat from xenophobic groups and explaining how to register to vote.
- A **powerpoint presentation** that can be used at campus meetings.
- A **skeleton two-minute speech** for use as lecture shout-outs and interventions at meetings.
- HOPE not hate **badges and stickers**.
- **Bunting** for use around stalls.

To get a Campus Call-out campaign pack and to get more involved in student engagement, then contact Owen at owen@hopenothate.org.uk

Souls to the polls

HOPE NOT HATE will this year launch a 'Souls to the Polls' initiative to engage with faith communities and encourage their congregations to vote.

Based on an initiative widely used in the United States, 'Souls to the Polls' will see us partner up with faith organisations to reach and mobilise marginalised communities. We will produce general material that can be used anywhere in the country but then we will be piloting a couple of more intense local projects in London.

We will produce a 'Souls to the Polls' pack which will be tailored to different faiths and will provide background information on the importance of voting, how to register to vote and ideas to achieve mobilisation. We will work with faith leaders in each community to ensure our material is pitched right and that it includes relevant quotes from their religious books.

While there will be on-going work to engage and mobilise faith communities, we have also designated 9-11 May as our 'Souls to the Polls' weekend. From the Friday until the Sunday, we will be encouraging faith communities to spread an anti-racist election message.

On a wider level, all our material will be designed in the context of building cohesive communities around shared identities and seek to challenge the growing racist and xenophobic climate that exists in Britain.

While HOPE not hate will engage with faith organisations nationally, it is also vital that you speak to your local faith leaders.



HERE IS A SIX POINT PLAN FOR ACTION

- 1. MAKE A LIST OF FAITH ORGANISATIONS IN YOUR AREA.** Prioritise those in your target communities or those known for their social justice work.
- 2. WRITE TO EACH FAITH LEADER AND ASK TO MEET.** Again, go to them rather than expecting them to come to you.
- 3. MAKE YOUR PITCH.** HOPE not hate will produce a pitchsheet outlining the initiative, why it is needed and how local faith leaders can get involved.
- 4. OFFER MATERIAL TO THE FAITH ORGANISATIONS.** These will be tailored to each faith and carry the endorsement of national faith leaders.
- 5. OFFER TO ADDRESS CONGREGATIONS.**
- 6. OFFER TO HELP DISTRIBUTE LEAFLETS DURING THE SOULS TO THE POLLS WEEKEND.**



FAITH PARTNERS

HOPE not hate also already begun discussions with several faith organisations across the country. We expect to add more over the next few months. Among them are the Islamic Society of Britain, Sikh Council, London Churches and Board of Deputies of British Jews.



WHY FAITH COMMUNITIES?

Faith communities should be perfect partners for the HOPE not hate campaign. Many faith leaders have been at the forefront of campaigning for social and racial justice and the reaction to the murder of Lee Rigby showed just how important faith networks were in preventing a racist backlash.

Faith communities are also fantastic messages to some of the most marginalised communities in Britain. As a result, a local Muslim in Bradford, a Sikh in Smethwick or a newly-arrived West African Christian in Barking and Dagenham is far more likely to listen to their religious leaders as they are to an outside group.

Mobilising Muslim Voters

WHY?

Muslim communities in certain towns and cities in the UK are highly organised socially and politically. There exists sophisticated mechanisms for turning out voters and although there are allegations about how this is sometimes used no one can doubt its efficacy.

However Muslim voters tend to be relatively disengaged when it comes to European Elections. Voting figures clearly show that Muslim voters, who are more likely to vote in Elections than the average are not motivated to vote in the Euro's to the same extent.

Therefore there is an untapped potential for raising voting rates in these elections if we can provide that motivation and this motivation can and should be created by mobilising these voters to vote against racist and Islamophobic parties.

HOW?

- Identify significant Muslim populations in your region, (help can be provided with this).
- Identify and meet Muslim candidates.
- Arrange meetings for key areas, these should be followed up with house meetings.
- Produce specific, targeted literature or get general material aimed at Muslim voters from HOPE not hate.
- Work with influential individuals to build the campaign and spread the message.
- Build the momentum, help provide motivation. Every vote counts to stop racism.



Our faith packs will be ready in mid-April. To order some or find out more about the Souls to the Polls initiative, please email nick@hopenothate.org.uk

The Electoral System used for European Elections

THE VOTING SYSTEM

Proportional representation – closed list.

The European elections will be contested using the d'Hondt system, named after a Belgian lawyer who devised it in the 1870s. In contrast to other forms of proportional representation the d'Hondt system allocates seats individually rather than as a proportion of the overall vote.

The ballot paper lists political parties and independent candidates. Under each party name is a list of candidates who wish to represent that party.

Simply put an X (a cross) next to the party or independent candidate that you wish to vote for.

HOW IT WORKS

The UK is divided into 13 large regions (actually the Government's Standard Regions), ranging in size from the South East (10 seats) and London (8 seats), down to the North East and Northern Ireland (3 seats each).

The main parties all select enough candidates to contest all of a region's seats (while smaller parties may only contest some of the available seats). The parties arrange their candidates in an order, to form their List, where candidates are ranked from the top in the order that the party will win seats if get enough support. The ballot paper shows each party's List of candidates and voters choose just one party to support using a single X vote.

"The basic idea is that a party's vote total is divided by a certain figure which increases as it wins more seats," says Dr Sidney Elliot, senior lecturer in politics at Queen's University, Belfast. "As the divisor becomes bigger, the party's total in succeeding rounds gets smaller, allowing parties with lower initial totals to win seats."

The party with the highest vote gets one seat allotted in the first round. Its vote is then divided by two. The party with the highest vote in the second round then wins a seat and its vote is divided by two.

If a party which has already won a seat wins another round then its percentage vote is divided by the number of seats it has won plus one.

This continues until all the seats are allocated.



Example

This is a possible scenario for the North West. As a general rule of thumb, any party that polls 8.5% of the vote is likely to win at least one seat. In the North West, the BNP will be battling it out for the final seat with Labour, UKIP and the Greens.

Round	Con	Lab	Lib Dem	UKIP	BNP	Green	Others
1	18.00	31.00	10.10	25.00	8.00	6.40	1.50
2	18.00	15.50	10.10	25.00	8.00	6.40	1.50
3	9.00	15.50	10.10	12.50	8.00	6.40	1.50
4	9.00	15.50	10.10	12.50	8.00	6.40	1.50
5	9.00	10.30	10.10	8.33	8.00	6.40	1.50
6	9.00	7.75	10.10	8.33	8.00	6.40	1.50
7	9.00	7.75	5.05	8.33	8.00	6.40	1.50
8	4.50	7.75	5.05	8.33	8.00	6.40	1.50



Electoral Law

CAMPAIGNERS SPENDING more than £10,000 on general campaigning in the run-up to the election have to register with the Electoral Commission. HOPE not hate is registered with the Commission and therefore any expenditure must be accounted for nationally.

Local elections come under a different law than the European elections, but expenditure in both is registered and so restricted.

There are two types of non-party campaigns.

These are:

- Local campaigns – non-party campaigns for or against one or more candidates in a constituency, ward or other electoral area.
- General campaigns – non-party campaigns for or against a political party, policy, issue or a particular type of candidate. Different rules apply to these two types of non-party campaigns.

As a 'recognised third party', we must comply with the legal controls on spending and donations. As a non-party campaigner, we may need to comply with the rules on campaigning in the Political Parties Elections and Referendums Act 2000 (PPERA).

What's covered by the rules?

LOCAL CAMPAIGNS

There are limits on how much you can spend on campaigning for or against particular candidates in a ward, constituency or local electoral area.

FOR A LOCAL GOVERNMENT ELECTION

For a local government election, the spending limit for your campaign is £50, plus 0.5p per elector on the ward electoral register.

GENERAL CAMPAIGNS

Under PERA, rules apply to election material (such as leaflets, adverts and websites) that: seems to be intended to campaign for or against, or enhance the standing of specific political parties, parties or candidates that support particular policies or issues, or types of candidates; and is made available to the public.

THE REGULATED PERIOD

We are now in the 'regulated period' for the European elections, so campaign spending limits and rules apply.

WHAT MATERIAL IS COVERED BY THE RULES?

Campaign material is communications (such as leaflets, newspapers, adverts and websites) that can reasonably be regarded as intended to influence people's voting choice.

An item can be campaign material even if you also intend it to achieve something else, such as raising awareness of an issue.

DECIDING WHAT COUNTS AS CAMPAIGN MATERIAL

If you are not sure whether material you are producing will count as campaign material you should ask yourself why you are producing it and how it might be seen by others.

If it will seem to people to be at least partly intended to influence people's voting choice, or gives information about particular parties, policies or candidates, it is likely to count as campaign material.

This includes websites if their intention is to influence public opinion or if the address is carried on campaign material.

RULES TO ABIDE BY

Most HOPE not hate material will obviously be printed centrally, so we will record it. However, be mindful of two things:

1. If you are producing a local HOPE not hate leaflet then it will have to carry a 'p&p' on the bottom, otherwise it will be an illegal leaflet and you could be liable for prosecution. Our p&p is: Promoted, published and printed by HOPE not hate (Ltd), PO Box 67476, London NW3 9RF
2. You must notify Ruth Smeeth of any local election expenditure so she can both log it in our election returns and approve it. Under Electoral Commission rules she, as our Nominated officer, must be notified of and approve all election expenditure.

If you have any queries about election law then please contact Ruth at ruth@hopenothate.org.uk

Meet the HOPE not hate team

HOPE not hate has a large team of organisers, researchers, journalists and designers here to help you. If you have any issues, questions or ideas which you want to discuss then get in touch with the appropriate team member:



Campaign coordinator
Nick Lowles
nick@hopenothate.org.uk



Rapid Rebuttal coordinator
Elisabeth Pop
elisabeth@hopenothate.org.uk



HnH campaign organiser (Scotland, Wales, South & South East, Eastern)
Hazel Nolan
hazel@hopenothate.org.uk



Media
Nick Ryan
ryanscribe@me.com



HnH campaign organiser (North West)
Matt Hanley
matt@hopenothate.org.uk



Research team (BNP/BDF/NF)
Matthew Collins
matthew@hopenothate.org.uk



HnH campaign organiser (Midlands)
Owen Jones
owen@hopenothate.org.uk



Research team (UKIP)
Simon Cressy
purplerain@hopenothate.org.uk



HnH campaign organiser (Yorkshire)
Paul Meszaros
paul@hopenothate.org.uk

International
Graeme Atkinson
graeme@hopenothate.org.uk



Trade union coordinator
Jean Geldart
tradeunions@hopenothate.org.uk

Office manager
Mary Doherty
office@hopenothate.org.uk

CAMPAIGN HOTLINE
020 7681 8660



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