

## Session Notes: Campaigning for Social Change

### Speakers:

Jonathan Ellis, Refugee Council  
Manpreet Darroch, Campaigner at Battlefront  
Laura Merry, Trailblazer's Campaigning Network  
James Lee, Trailblazer's Campaigning Network

This session ran as a practical discussion group involving over 60 people about how to run a successful campaign, with networking afterwards.

**Jonathan Ellis, Director of Policy and Development at the Refugee Council** opened the session to discuss the key points of campaign effectiveness with practical experience from the Refugee Council.



The Refugee Council's campaigns on the right of asylum seekers to work in the UK.

### What makes a successful campaign?

#### The Tea Test:

Use the tea test to ensure that your campaign has:

**T**ouch

**E**nthuse

**A**ct

To ensure an effective campaign you need to ensure that you identify the **problem** and the **solution** to the problem.

Jonathan gave an example drawing on the Refugee Council's campaign:  
The problem: asylum seekers are unable to work in the UK.  
The solution: let them work.

#### The Elevator Test

Another test to ensure that your campaign is effective is to imagine the scenario that you are trapped in a lift for 15 seconds. In that 15 seconds could you express your campaign / desire in terms of the problem and solution?

**Work out who has power to make change you need**  
...and campaign directly to those people.

## Choosing Campaign Tools

It is important to use effective campaigning tools, such as research, lobbying, use of media, supporters, allies etc.

For example, the Refugee Council got medical unions and workers unions to speak up for refugees – lending further support to their campaign

## Keep campaigning

Even if it appears that you reach your goal, it is important to keep campaigning. If you stop your campaign then it could mean that change is not maintained.

## Pick your campaign:

If you wish to be involved in campaigning, then its important to see the message from the campaigner's perspective and to pick arguments that resonate with people – that create enthusiasm and enjoyment.

**James Lee & Laura Merry, from the Trailblazer's Campaigning Network** discussed the Trailblazers Campaigning Network, which unites people with muscular dystrophy and young people, and welcomes everyone into the network.



Trailblazers aims to reach out to people who wouldn't necessarily be involved in campaigning or volunteering.

Laura and James went on to discuss the practical problems with disability campaigning, and also highlighted the statistic that 6% of all volunteers are disabled.



**Manpreet Darroch, Campaigner at Battlefront** then spoke about his experience with his 'Turn Down Before You Get Run Down' road safety campaign.

Battlefront in an initiative of Channel 4. The 'Battlefronters' are a 20 strong group of young campaigners – aiming to change the world

Manpreet discussed the use of social networking tools to support his campaign, such as twitter and blogging tools to get his message out. Click on the 'Tune into Traffic Campaign' link below to see Manpreet's webpage.

**For more information:**

[Battlefront](#)

[Campaigning for Success, publication by Jonathan Ellis](#)

[The Refugee Council](#)

[Trailblazers Campaigning Network](#)

[Tune into Traffic Campaign](#)

[Manpreet Darroch at Chain Reaction](#)

[Session Write Up by Amy Sample Ward](#)