



A Campaigners' Handbook

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Contents

1. Introduction	3
1.1 <i>The role of the grassroots campaign</i>	3
1.2 <i>What this handbook contains</i>	4
1.3 <i>What this handbook does not contain</i>	4
1.4 <i>About evaluation</i>	4
2. Support for your campaign	5
2.1 <i>Your Regional Office</i>	5
2.2 <i>The London Office</i>	5
2.3 <i>Training</i>	5
2.4 <i>Newsletters</i>	5
2.5 <i>Campaigning on the Web</i>	5
2.6 <i>Starting a new CND group</i>	6
3. What you need	7
4. On your own - a group of one	8
4.1 <i>Contacting local media</i>	8
4.2 <i>Letters to the press</i>	8
4.3 <i>CND Letter writing campaign</i>	9
4.4 <i>Local radio phone-in shows</i>	9
4.5 <i>Door to door leafleting</i>	9
4.6 <i>Lobbying local politicians</i>	10
4.7 <i>Publicising the group and recruiting new activists.</i>	11
5. With 2 to 5 people	12
5.1 <i>Creating news</i>	12
5.2 <i>Saying something</i>	12
5.3 <i>Press releases</i>	12
5.4 <i>Taking the message straight to the public, street stalls</i>	14
5.5 <i>Working with other groups</i>	17
5.6 <i>Presenting your case: Speaking to groups</i>	18
5.7 <i>Recruiting new activists</i>	20
6. Six people or more	21
6.1 <i>Creating news events</i>	21
6.2 <i>Public meetings</i>	22
6.3 <i>Protests</i>	25
6.4 <i>DIY leaflets</i>	26
6.5 <i>Organising your activists</i>	28
6.6 <i>Fundraising</i>	28
7. Winning the campaign	28

1. Introduction

The Campaign for Nuclear Disarmament campaigns non-violently to rid the world of nuclear weapons and other weapons of mass destruction to ensure a peaceful world for future generations. We work nationally and locally, finding out and publicising often deliberately concealed information. We lobby MPs and other people in positions of influence. We work through political parties, media, trade unions, churches and schools as well as on the streets. We protest in towns and cities, as well as at the gates of the nuclear sites – and sometimes inside them. We also co-operate actively with other groups.

This handbook is aimed at providing guidance and assistance to those people who wish to help spread the message of the CND in the UK. It is based on a similar handbook produced by the NO2ID campaign and contains information about street activities, contacting the local media, distributing information and identifying other opponents of weapons of mass destruction and, in particular, of the Government's plans to renew the Trident nuclear weapons system.

Local campaigning is at the heart of CND's work, bringing the issue of nuclear disarmament to peoples' doorsteps and relating it to their communities. The work of CND groups is vital as it reaches out to people who may not have considered the issue of nuclear disarmament previously and those who felt there was nothing they could do about it. If there is a group near you, do contact them. You can decide how much you want to be involved in local campaigning and give as little or as much time as you feel you are able and you may have some skills or ideas that could be of use. It is also a great way to make new friends and become involved in something you feel strongly about.

Different groups are free to concentrate on different aspects of the campaign, as well as joining in national events such as rallies. They also uncover details of local nuclear installations and nuclear traffic, both road and rail, in order to publicise and mount local protests against them.

A brief note on politics:

Don't assume only people like you are against nuclear weapons. Though it is a political campaign and is opposing a strategy currently accepted by Labour, Liberal Democrat and Conservative Parties, CND is not party political. People from all walks of life and all political persuasions are opposed to nuclear weapons and involved in CND. We are committed to maintaining a non-partisan approach as far as possible, and we hope that everyone who reads this will find themselves working happily with people they disagree with on many other subjects. We think you will find it as interesting and enjoyable as we do.

1.1 The role of the grassroots campaign

CND's central London office (www.cnduk.org) works on relations with the national media, trying to ensure that the case against nuclear weapons is understood and reported accurately in the newspapers and on TV etc. It also works on parliamentary lobbying and developing links with other national and international organisations and people to ensure that they understand and even support our campaign.

In addition, there are national CND offices in Wales, Scotland and Northern Ireland and regional CND offices around the country (such as Yorkshire CND, www.yorkshirecnd.org.uk, in Bradford) that support the campaign on a regional basis as well as focussing on some aspect of the national campaign. For example, in Yorkshire we specialise in missile defence and star wars because of the presence of the bases at Menwith Hill and Fylingdales. We are also involved in Nukewatch, <http://www.nukewatch.org.uk/>, which tracks and monitors nuclear weapons convoys that travel up and down the country, between AWE Burghfield and RNAD Coulport, often along the A1(M) through Yorkshire.

National and Regional offices aim to support members who want to organise and carry out their own activities at a more local level. Studies show that more people read local papers than national ones, and that they listen more to the views of people they know and who are in their area than to those from elsewhere. Winning the argument in every locality is the precondition to winning it in the country as a whole.

1.2 *What this handbook contains*

In the following pages, you will find useful information on campaigning based on the accumulated experience of grassroots campaigners. Nothing in it has to be followed to the letter: what matters is that what you do works. And that you do try things until you find what works for you.

You may not find all of the material it contains useful; in fact, a lot of it may seem obvious. If so, please bear with us, there maybe at least one part of this handbook that is new to you. We'd also be pleased to hear of anything you would like to add or that you do not agree with. Things can vary widely from one area to another and experiences will differ.

1.3 *What this handbook does not contain*

You will often find in your campaigning work that you need the political arguments at your fingertips. You can get such information from the www.cnduk.org and www.yorkshirecnd.org.uk websites and the sources linked to from there. There are a number of briefings on various aspects of CND work as well as useful leaflets, posters, etc.

In most circumstances you will not need detailed social and political theory of international relations or an in depth understanding of nuclear technology. There are books on all these things, and they can help counter fear and prejudices but most MPs and local politicians generally don't understand all the issues either. Most follow the party line or (if you are lucky) their own consciences.

1.4 *About evaluation*

When you do something that works or doesn't work, remember it and learn from it. Keep the organisation informed of your successes and failures so others can benefit. Every activity should be followed by the questions "Did it work?" and "How could we have done it better?" This also applies to this handbook, so when you have read it through, and tried out some of the activities it suggests, let us know what you think. What is missing? What is not clear enough?

2. Support for your campaign

In each area of the country, the main responsibility for the campaign lies with the campaigners in that area. The campaign can only succeed with active support throughout the country. But you are not alone.

2.1 *Your Regional Office*

The Yorkshire CND office is located at:

Desmond Tutu House, 2 Ashgrove Bradford BD7 1BN, West Yorkshire

Telephone 01274 730 795,

Email: info@yorkshirecnd.org.uk

Website: www.yorkshirecnd.org.uk

The office is a local point of contact for advice and assistance on campaigning. If ever you are not sure what to do, the Regional Office will normally be the best place to ask for help.

2.2 *The London Office*

The London office is located at:

Mordechai Vanunu House, 162 Holloway Road, London N7 8DQ

Telephone: 020 7700 2393

Email: enquiries@cnduk.org

Website: www.cnduk.org

The London office provides further back-up and support, and initiates the major campaigns. Feel free to contact them if the Regional Office can't help.

2.3 *Training*

No-one is expected to be an expert campaigner straight away. CND will be organising some training days. But the best way to learn is through experience. As and when you recruit new people to help, you might want to encourage them to come to training days, too.

2.4 *Newsletters*

National CND produces its regular newsletter called *Campaign*. It contains practical advice and information on the latest campaign developments. Yorkshire CND also produces a local newsletter called *Action for Peace* 3 or 4 times a year with regular updates, local information and contacts etc.. *Action for Peace* is also available from the Yorkshire CND website. You might like to think about developing your own – it could just be a one page leaflet to begin with but could contain information about local politicians, talks, meetings etc as well as contact details.

2.5 *Campaigning on the Web*

National and regional CND offices maintain their own websites. You might like to consider developing your own local site, blog or other form of social media presence. It is useful to look at a range of other campaigns and see how they use these tools. Find a campaigning website that you particularly like and try to do something similar for your group.

Websites and Blogs

The easiest free website programme to use is wordpress – see www.wordpress.org. It can be as simple or complicated as you like and there are many ways of getting started.

Perhaps the simplest way to make an immediate impression is to set up a blog. These are free to use and relatively easy to establish and keep up. A useful introduction to web campaigning produced by the union Unite is at www.unitetheunion.org/uploaded/documents/6197_GuideToWebCampaigning_411-14848.pdf

Social Media

The use of social media is of growing importance for the sharing of information, generating debate and building campaigns. Twitter is a very popular way of sharing information and organising events using short messages to inform people of what's happening. A facebook page is very easy to set up and useful for maintaining and developing contacts. A useful introduction to the use of social media can be found at <http://campaignhandbook.gef.eu/social-media-campaignings-newest-tools/>. You can generate some useful graphics by using <http://infogr.am/> - a free web service that lets you create simple, online infographics and charts for websites, blogs or to share through social media. It may not be as sophisticated as other online tools but it is very straightforward and intuitive, making it a good choice for beginners.

2.6 Starting a new CND group

Starting a new group can seem like a daunting task but with some basic preparation it should be a very rewarding experience as well as crucial to CND's campaign for a nuclear free world. CND national & regional office can help so do get in touch.

There are various ways to start a group and as long as the group's campaigning focus reflects that of national CND, the way forward and method of organisation is entirely decided by the group's members.

Initially you should ensure that there is enough support locally to allow a good spread of responsibility, effort and people's time. To help with this CND national office can send an introductory note to members on your behalf and are happy to help draft this. You might like to suggest a possible activity e.g. a stall (CND can post a selection of campaigning materials) or local leafleting or a film screening. You might like to call a planning meeting at a public venue e.g. sympathetic cafe or meeting room.

Always proceed by consensus. Members will often be eager to start campaigning but make sure that everyone is happy with whatever is being suggested. Do find out how much people are prepared to do and what their skills are.

Once you have at least 2 National company members and 10 supporters, you can officially join as a CND Group. There is an annual £25 affiliation fee.

More information on starting a new group can be obtained from www.cnduk.org/get-involved/cnd-groups/starting-a-new-cnd-group

3. What you need

Everybody can do something. While there are a number of things you may find you need during the campaign, you won't need all of them at the start. So get started anyway, and don't worry if you haven't got them. However, as you go along, finding people with access to the things you haven't already got will become important.

Most small groups will have all of these things between them. If you can get them, or access to them, any of the items in the list below will make it easier to run an effective campaign:

Computer

This will give you word-processing and an email address and also the ability to set up a website and participate in a variety of social media. You will also be able to access the CND website and download graphics and other materials from www.cnduk.org/get-involved/activist-centre. See also the section 1 item on campaigning on the web. Most of these things can be achieved by one person, a reasonably new computer and access to the internet.

Email

This is probably the cheapest and most efficient way of keeping in contact and you can also use it to send press releases etc.

Mobile contact numbers

People will want to phone you both during the day-time and out-of-hours. Give them a mobile number with good coverage in your area.

Fax machine

This is an alternative way to send press releases although not as widely used as they were in the past.

Car

This is not just for transporting you, and your fellow activists, but also campaigning materials and is particularly useful if you want to become involved in Nukewatch activities (www.nukewatch.org.uk).

Desk-top publishing

If you want to design your own leaflets, posters and newsletters, you will need a computer with the right software. However, you may find that you can get the material you need from elsewhere. Also word processors are quite versatile these days and will usually do quite a good job for basic literature. Useful graphics etc can be found at www.cnduk.org/get-involved/activist-centre.

4. On your own - a group of one

Every campaigning group will start off with just you. But don't worry. It won't be for long. The CND national campaign and your own activities will soon generate helpers. Meanwhile, there are plenty of effective activities that you can do on your own. The National CND website always has ideas for action – see: www.cnduk.org/get-involved/take-action. Some of these actions will involve contacting to the media or your local MP.

4.1 *Contacting local media*

The local media depends on contributions from local people who have something to say. And this includes you. There are two easy ways to start getting your arguments heard:

- letters to the press; and
- radio phone-in shows.

4.2 *Letters to the press*

Local newspapers are always willing to print letters. And the letters page is one of the most widely-read sections of the paper. Sign your letters as the chair or secretary or whatever of a local CND group (even if you are the only member) and your opinions will carry more weight. Other people might be tempted to contact you in order to join or get involved.

Make some headed paper for your CND group, and you'll look even more important – you can download an electronic copy of the logo from the internet, and the CND offices might possibly be able to provide a supply of headed paper with the logo printed on it.

When writing to the local papers, remember the following:

- React fast. A letter reacting to something that appeared in the paper is more likely to be published if you send it in straight away: the press has a short memory. Write letters by hand rather than typing them if you have to, although make sure you do so legibly. Typed or word-processed letters make life easier for the journalists.
- Be topical. Your letter should cover a subject that the newspaper itself might use in a news story. so it should have a local angle if possible
- Keep it short. It is often harder to write a short letter than to write a long one, but people are more likely to read it
- Keep it simple. Use clear and simple language and try to avoid cliches.

The regional or national CND websites or campaigns workers may be able to suggest possible subjects for letters that you could write and arguments to use.

4.3 *CND Letter writing campaign*

Every few months or so CND London office can send you an example of a letter to write to support the campaign. These may be directed to your MP, the press or some other party relevant to a particular aspect of the campaign that is currently important. You can join the letter writing group by contacting campaigns@cnduk.org at the London office.

4.4 Local radio phone-in shows

Not everyone will feel confident about going on the radio, but don't be discouraged from trying. Practise first by calling phone-in shows. Once you are used to that, perhaps you can go on a show and answer callers yourself. When you are going on air, remember the following:

- Decide key points - two or three things (no more) that you want to say
- Rehearse your key points - make sure you know them backwards
- It's a good idea to have three or four points noted down as an "anchor" in case you get anxious on air
- Anticipate the questions that somebody might ask you, whether on the subject or on some other topical subject
- Answer briefly – don't waffle
- Make key points anyway - you are there to make your two or three points: don't be deflected from making them
- Speak slowly and clearly - otherwise people will not understand
- Be friendly. Try to sound sympathetic to callers if you're on a phone-in, no matter how wrong, hostile or rude they are to you. If the opposition comes across as being extremist, that's a victory for you
- Look friendly and smart if on TV. It really makes a difference.

Remember that appearing spontaneous takes a lot of preparation.

4.5 Door to door leafleting

This can be an effective way of getting the message to new people, with relatively little effort. CND will be able to provide you with material. All you need to do is go out for a walk and deliver the items through people's letterboxes. In a typical suburban area, you can distribute about 100 leaflets in an hour. A densely populated urban area will obviously be quicker to leaflet, and a rural area can take longer.

4.6 Lobbying local politicians

The MP for the constituency where you live has a duty to keep in touch with local political feeling. It is important to establish that nuclear weapons are of concern to ordinary people - not just the political elite. We need to establish in MPs minds that there are voters in their constituency who are strongly against Trident, and they want their MP to speak out against it as well.

It will help CND's long term credibility if there are a substantial and increasing number of MPs who discover that we have wide spread support. CND works in Parliament through Parliamentary CND but it will help us to find more supportive Members of Parliament if they realise that there is an active opposition in their area.

Check the CND website at www.cnduk.org/get-involved/take-action, there is usually an Early Day Motion (EDM) that you can ask your local MP to sign up to. If you do not know the name of your MP or constituency you can check with the CND office who will also know whether they already support CND – and/or you can find out who they are and look through their voting record at www.theyworkforyou.com/.

Information on where and when your MP holds surgeries in the constituency will be available from your local library or from the MP's constituency office or website, or from his/her office in the House of Commons. The switchboard number at the House of Commons is 020 7121 9300. With this information, you can make an appointment to meet your MP face-to-face. After the meeting, let us know how it went.

What to say at the meeting

Explain that you are a member of CND. Mention that you are a local member from his/her constituency, and that you want to find out what the MP thinks of the Government's proposals to continue to maintain and develop nuclear weapons, and the repercussions on national and international security. Below you will find some examples of questions to ask. Feel free to adapt them as you wish. There may well be special issues of local or personal relevance you can raise.

- How can you justify the huge expense at a time when cuts are being made everywhere?
- How can we morally justify threatening millions of lives (mostly civilian) by targeting cities with weapons of mass destruction?
- With thousands of nuclear weapons ready to be fired at a moments notice, how can we be sure that there will not be an accidental launch somewhere in a time of tension that could start a nuclear war? Isn't it safer then to work harder to get rid of all of them?
- What will happen if there is an accident involving the nuclear submarines that carry the missiles or the transporters that carry warheads on our roads?
- How can we say it is ok for us to possess nuclear weapons but others are not trustworthy? If we need a deterrent, don't other countries?

And if the MP is supportive ...

- Will you join and support parliamentary CND?

Make sure you leave your local politician with copies of our material and a recruitment form! And remember to contact regional and national offices (parliamentary@cnduk.org) to let them know your MP's reaction. You can also approach local councillors and other local opinion-formers in a similar way.

4.7 Publicising the group and recruiting new activists

If you think that you are on your own, do not worry. The national and regional offices can help. They can provide you with a list of other members in your area, and the regional office will help you convene a meeting to talk about what you can do. The emphasis should be on informality and practicality. Make modest plans which you can actually achieve rather than ambitious plans which you cannot.

Your local public library will keep a list of local clubs and organisations, and may be the first place people look for their local CND group. So make sure you are on that list. Check your entry is up to date from time to time.

There may also be community centres and/or notice boards around your local area – or on websites that you can advertise in. Free papers and/or magazines may also have ‘what’s on’ columns.

If you have the skill, why not set up a local CND website or facebook page? It is not a substitute for campaigning in person, but will help people contact you and find out about the campaign.

Once you are established as the local contact, we will be happy to help you publicise the existence of a local group on the CND website and in newsletters. Then supporters can come directly to you.

If someone is willing to help, get them to do something straight away. It’s very bad for a potential activist’s morale if they offer help, only to hear nothing for months on end. In the first instance, it might be that what you ask them to do is something very simple - writing a letter or distributing some leaflets, for example. But once they’ve already done something for you, even something small, you’ll find it easier to ask again and they’ll find it easier to accept.

Keep the regional office informed about your new recruits, and pass their names and addresses on. They will then be put on the mailing list to receive useful material, providing vital information and also providing an additional source of contact and support.

Those who are sympathetic, but not currently willing or able to help, should not be forgotten. As the campaign builds up, you can always go back to them later with a specific request.

5. With 2 to 5 people

As your campaign group grows, you can move on to larger and more complicated projects. Don't abandon the more simple ones in the previous section. It makes all of them easier to manage, and even more effective. You should maintain your regular appearances on the local radio, and there will be more of you to write letters to the local papers.

5.1 *Creating news*

The starting point in dealing with the media is not simply "what can we do to get into the media?" You need to present journalists with a story which they can write up. A story is factual and contains one, or more, of the following:

- New information
- Controversy
- Heroes and villains
- A new chapter in a saga
- Involving a famous person
- Immediate relevance (e.g. a local angle)

Remember that to control the story in the media, we need to make our views into clear and appealing stories. However, local papers often have space to fill, so anything you submit should have a chance of getting in somewhere.

5.2 *Saying something*

Journalists are always busy. They need more than just a good idea before they will use your story. You have to help them decide what to say. Make sure the story falls into at least one (and preferably more) of the categories above, then:

- Find a local angle
- Produce your press release
- Decide *when* to issue it. Find out when the deadlines are, by ringing the newspapers and asking (they'll tell you), and make sure they get the press release well in advance (several days in the case of a local paper).
- Call press, to tell them the press release is coming
- Fax press release (or email it if they will receive it that way)
- Call press again, to check that they've received it- and ask if they might use it
- Evaluate - Look at the paper, and see how it came out.

5.3 *Press releases*

A press release should be clear and straightforward, so that it is easy for journalists to understand, edit, and write up. It should be short and snappy, not long, waffly or boring. If the journalist wants to know more, then they should be able to contact you.

The release should have one or two main points, rather than put forward a lengthy academic thesis. It can be used either to get across your views in reaction to a story or to promote your own story. In either case, there are certain things it must have:

The date

An embargo. The embargo is the time after which the content of the press release can be used. For example if you are making a speech at 5 pm on December 5th, you could

release it earlier but embargo it for that time by printing .Embargo: 5pm December 5th. on it. Embargos will usually be respected unless they are meaningless. If there is no reason to delay, then make it clear by putting “For Immediate Release”.

Contact name and number. It is vital that journalists know whom to contact if they want to find out more. Generally, you should also put on an out-of-hours (mobile) contact number. Journalists don't keep normal 9.5 hours and may not be able to wait. So call them back!

Headline. This is vital. Your headline should make the key point of your press release, and should catch the eye. It can be witty or plain, but it must tell the reader exactly what they are going to read about. It should be short.

Clear opening paragraph. that explains who, what, why, when, and where. The first paragraph should explain clearly and snappily what the main point of the release is. This paragraph and the next have to keep the journalists' attention. Otherwise the whole thing will be ignored.

Details and quotes. The rest of the press release should give more detail on what you are talking about and should include some quotes from a spokesman. It should not make too many points (three is a good number), and should be expressed in simple terms.

Newspaper style. If you can do so without parody, write in the style of the newspapers you hope it will appear in. The closer you get to the right style, the easier it is for a journalist to use and the more likely that it will be used. Otherwise write as clearly as possible. Avoid jargon. (For example, it's better to express figures in terms of ordinary people. .Ten pounds a week or £500 per year for the average family – can be much more powerful than “£6 billion”.

“Ends” At the end of the press release the word “Ends” should appear. This tells the recipient that they have received all of it, and are not missing extra pages.

Notes for Editors - which might give details of a photo-call or give biographical details of the spokesman - should appear *after* the word “Ends”.

Other kinds of press release have a different purpose. They aren't telling a story, but are giving information in advance.

A *Calling Notice* is a press release sent to news desks in advance notifying them of a forthcoming event, a press conference or speech, for example. It should say what the event is and who will be there together with precise details of where it will take place and when. It should also give contact details for further information.

A *Picture Notice* is similar to a Calling Notice, but is sent to picture desks at newspapers giving details of a photo opportunity.

If you can come up with some snappy, catchy phrases, use them. They will help embed your arguments in the minds of the journalists choosing which stories to use and, we hope, the listeners and readers they are going out to.

An example of a press release:

CND Press Release

Press Office: 07968 420 859 - Switchboard: 020 7700 2393 - E-mail: pressoffice@cnduk.org

Monday, 16 December 2013 - Attn: News desks / Defence / Political correspondents

For immediate release

Trident under fire as opposition broadens

CND today said that 'the government is floundering' in its attempt to make the case for Trident replacement and is 'losing confidence' as questions continue to grow from a broad range of individuals across the political spectrum.

The questions around the cost of the programme are now intersecting with those on the salience of nuclear weapons to national security in a post-Cold War world.

James Arbuthnot, the influential chair of the House of Commons Defence Committee is the latest to announce his concerns about the salience of nuclear weapons (*note 2*), on the same day that Defence Secretary Philip Hammond publishes his latest report on the Trident replacement programme (*note 3*).

Kate Hudson, General Secretary of CND, said:

'The government is floundering in making the case for Trident replacement, so much so that it is losing the confidence of senior figures within the Coalition.'

'That James Arbuthnot is prepared to publicly contrast the cuts to conventional forces with the enormous expenditure on Trident means there are real concerns even on the Conservative benches'.

'The reality is that the economic and strategic arguments for Trident don't add up. The number of people who think we can waste over £100bn on a weapons system which does nothing to counter the genuine security threats we face are shrinking by the day'.

'The government may be the last to realise it but it's time that scrapping Trident and delivering on disarmament was discussed seriously at Westminster'.

- ends -

1. For further information and interviews please contact Luke Massey, CND's Press & Communications Officer on 020 7700 2350 or 07968 420 859.
2. *The Guardian*: [Tory ex-defence minister voices doubts over need for Trident replacement](#)
3. *The Telegraph*: [Trident: Philip Hammond announces new nuclear weapon deals](#)

Sent by the Campaign for Nuclear Disarmament

5.4 Taking the message straight to the public - street stalls

There are many different activities that a CND activist group can do. Why should spending Saturday running a stall be one of them?

The reason is simple. It is one of the easiest ways to gain visibility and profile, and it is an excellent way of building a team of committed activists. You will find people this way who never knew CND existed - who may never have heard of nuclear weapons even - but with whom it will strike a chord and get their support. Sometimes you may even recruit new members and activists.

How to set up

When setting up a stall, think about the following:

- *Location.* Choose one where people going about their normal business or shopping will see you, but not in the way. If people who are not very interested have to go out of their way or push past you, they will get a bad impression of the whole issue.
- *Timing.* You need to follow your audience. Also, you need to make sure that you have enough people to staff it properly. For most occasions, Saturdays in shopping centres or local fetes and events will be the best time - there are a lot of members of the public about and, for the most part, they will have enough time on their hands to be willing to stop and talk if they are interested. Catching people in their lunch-hour - away from their workplace - is less likely to be effective.
- *Appearance.* Your stall should be bright and colourful, to try and attract more attention. If you can wear some CND T-shirts and make a banner to attach to your stall, you will immediately attract attention to your display. Any extra dimension you can create will do the same.
- *Publicity.* Tell the local paper that you are going to be there: a colourful and busy stall makes a good photograph.

Take some pictures yourself, as you may find them useful later. Don't choose a site that is prone to gusts of wind or where you will get drenched as soon as it starts to rain. It will ruin your stall, and none of your helpers will stay cheerful and enthusiastic for very long. Find a site where you can be, as far as possible, warm and dry. Sometimes it is possible to set up a stall in a shopping mall or precinct.

Permission

Generally speaking it is OK to set up a stall in the street, provided you aren't causing an obstruction. If it is on private property (the forecourt of a shop, say), then as long as the owner is not unhappy, that's OK too. By-laws vary, however, and it can be hard to be sure that you don't need permission to set up a stall on public property. So many things are subject to change: the attitude of the local council; the attitude of the local police; whether or not someone else has already claimed a particular prime site. If you are concerned you can ask the council whether or not permission is needed, and, if so, what you have to do to get permission. Find out who has the power to take the decision. (You might try to ascertain their views on CND too.)

Staffing

An ideal number of people to staff a stall is about 2 or 3 at any given time. If you're going to be there all day, you might want to have two shifts: some people might be prepared to help all day, but three hours is usually enough for all but the keenest of helpers.

If you have too few people helping with the stall, you run the risk of someone falling ill and not showing up, and a stall with just one (glum-looking) person behind it is a sorry sight, that won't attract much public interest. It is helpful to be able to function properly while one person is missing - getting the coffee, for example.

Too many people, and you can end up with more activists than members of the public! You could send some of your people away to give out leaflets somewhere else.

Even if you're not very busy, try and make it look as if you are! Stand, don't sit; move items around. People are generally attracted to activity - the more buzzing your stall, the more people will gravitate to it.

Some tips on using the stall

Be as warm and welcoming as possible. Look as if you want to be there. If you look bored and uninterested, people won't come over and talk to you. Look as approachable as possible: stand up and smile, rather than just sitting there. When people are genuinely interested and might even want to get involved, it's obviously important to take their name and address (or even to sign them up on the spot!). However, don't expect this to happen very often. Most people are reluctant to commit themselves to anything on the spot.

If you have a copy of our petition for the scheme to be withdrawn, you will find it easier to get supporter's names and addresses. Many more people will sign a petition than will immediately become active.

If you have one person standing in front of the stall, you will often be able to talk to and encourage many more people than if everyone skulks somewhere in the background.

Smile. Be positive. Be pleased that people are talking to you. You will quickly develop your own patter, knowing what to say and what to miss out.

Dealing with the opposition

Some of the people who visit your stall will not be supporters of CND, either just ordinary shoppers who happen to pass by or local political activists who have come along to try and cause trouble. Don't let them.

Be polite; answer their questions, but don't waste time trying to convert them. In particular, don't spend time talking to convinced people that you could be spending explaining the issue to uninformed members of the public. It's fun to argue but you won't necessarily convert opponents and you are missing the opportunity to find some undecideds.

Supporters of nuclear weapons can often be very intense - they often, irrationally, think of us as friends of some enemy - and will have a tendency to linger, try and encourage them to move on as quickly and politely as possible. Even if there is something that will convert a nuclear supporter into one of ours, it's not going to happen in public. Give them some of our leaflets and let them mull it over in private.

If you get hold of any of *their* literature, please send copies to the London office. We will probably have seen them before - we have quite a collection already - but they might be new. It is important that we can keep up to date with what the Government and its industrial and political supporters are doing, so that we can prepare rebuttals of the claims in their leaflets and check any of the statements that they make.

Material

The main purpose of a stall is to distribute information to passers-by. Choosing what material to take with you and having enough of it are therefore of the utmost importance. Don't be too alarmed if you find that something you think is important you have only in very small quantities. Take what you have, and remember to get some more for next time.

You will normally want to have some or all of the following:

- a leaflet on the main issues - you can get these from the London or regional offices
- leaflets on a particular local issue - you can get these from the regional office or make these yourself
- a contact sheet so people can leave their names and emails or telephone numbers and become supporters of CND
- membership forms
- information leaflets from other organisations

- badges
- stickers
- posters
- t-shirts

How many leaflets do you need? How many people will visit your stall?

At first, at least, you will have to estimate. A very rough average is that, in the course of a day, 100 or so people will visit your stall and many will want to take more information with them. You may, however, have one particular leaflet (e.g. a flyer for a meeting) that you take in large quantities and thrust into the hands of virtually every passer-by. If so, you could expect to get rid of hundreds of copies of your “mass” leaflet.

Assume that the people who are really interested will want more than one leaflet. It is worth taking a few 'under the counter' publications, that may not be of interest to the wider public but might be useful to the specialist (for example, more detailed information on the problems with the technology or nuclear accidents).

Badges, stickers, posters: all these are great to take along if you can get them. They are popular and help to publicise your presence to people who haven't seen the stall, though they are not cheap. Having at least something that people can wear having visited your stall - a simple sticker, or balloon with a slogan on for kids, for example - helps to publicise the presence of your stall elsewhere to those who may not have seen it directly.

Evaluation

Did you choose the right place? Did you choose the right time? Did you have enough leaflets of the right types? What were the questions asked by the people you spoke to? Did you have the right answers? (If you have specific policy questions, you can always contact the regional office for advice.)

You can sometimes use the experience of running a street stall as a means of evaluating other types of activity. Specifically, if you've had lots of letters printed in the local press or have done a lot of local radio interviews, you may even find people coming up to the stall who have actually heard of CND! Also, if you have established good contacts with local political parties, or other organisations you might find local members who have heard of you and aware who you are.

If you collected a list of contacts or petition, then go through it and work out the best way of following up those people. Don't be afraid to ask them: some of them will be only too willing to help if only someone will tell them how.

Finally, agree the time and date for your next stall and start getting commitments from your helpers to come back again.

5.5 Working with other groups

An important task will be involving other groups in your work. You will have to work out which groups to contact, and how to deal with them.

Councillors and other opinion formers

These people will help you gain publicity, by participating in your other activities, such as signing letters to the local press, for example. Almost all councillors are active members of political parties, and so should be used to joining in political campaigns. They simply need to realise that CND is a campaign that they need to join if they already support it. Councillors are also normally fairly busy with their existing political commitments, so do not

expect too much too soon. However, a few well-timed and reasonable requests for assistance ought to meet a good response.

Councils can become very much involved by becoming part of the Nuclear Free Local Authorities (NFLA – see: www.nuclearpolicy.info/) network. Friendly Councillors can be encouraged to get their Councils signed up. In addition, local mayors can become part of the “Mayors for Peace” network “(www.mayorsforpeace.org/)” - more details of both of these can be obtained from:

The NFLA Secretariat
Town Hall
Manchester
M60 2LA

Email: office@nuclearpolicy.info;
Tel: +44 (0) 161 234 3244;
Fax: +44 (0) 161 274 7397.

Chairs and other officers of political parties

These people might also be local councillors, but there is another role to be played. If we are to win this battle, we need the support and involvement of constituency political parties. We will not create a network for leafleting and all the other aspects of election-fighting ourselves; rather, we will need to persuade political parties to do this for us. This support needs to be earned at constituency level. So we need the support and awareness of as many parties as we can get. Arrange to go and speak at a meeting of each party in your area. Outline the nuclear disarmament case to them, and what you are doing to put it forward. Leave them associating CND with the opposition to nuclear war in the same way as they think of Friends of the Earth with the environment or Amnesty International with human rights. And inform the office of your success (or failure) in this field.

Other campaigning groups

In any town or city, there are usually many organisations connected to CND’s arguments (e.g. Trade Unions, Peace Groups, Quakers, etc), and many people are already carrying out work along the lines of this handbook. The tragedy is that they are not doing it for us: the challenge is to get them to start doing so. Doing work for us can mean many different things: inviting us to speak at their meetings; discussing the impact of nuclear weapons on the things they are doing already; lending facilities or contacts. What matters is that the importance of nuclear disarmament is repeated on as many occasions and in as many places as possible, again and again and again.

Social, business and educational groups

You might also contact local trade unions, business groups, Chambers of Commerce, the WI, and other associations. These might also be interested in your anti views, and be keen to have information about the Government’s moves to replace Trident which are already in operation - even though the decision to do so has not been officially made by Parliament.

5.6 Presenting your case: Speaking to groups

A lot of people find public speaking daunting at first, but anyone can do it. It doesn’t take any special talent, and with practice it becomes much easier. Try to speak naturally and clearly to your audience and look at them as individuals, as if they were a (rather large) group of friends.

Everyone has to find their own way, in terms of content, style and delivery. But try always to be clear. If what you say is not understood, then you cannot persuade others.

Before speaking

Thorough preparation will give you confidence. Think ahead, and practise. Think about the following:

- *Audience* - who are they? What will interest them? How much do they already know?
- *Format* - is it an address, a formal debate, a panel discussion or an informal speech?
- *Aims* - why are you speaking to them?
- *Argument* - what are the points to make in the circumstances of the particular speech? Choose a very few appropriate ones to make. You need not try to cover the whole subject in every speech.
- What opposing questions and arguments are you likely to meet?
(Put yourself in the position of an intelligent proponent of nuclear weapons, and work out in advance how your argument will be attacked. Having an idea of what's coming will make you more confident)
- *Timing* - practice to make sure what you intend to say can be said in the time you have been given. Speak deliberately slowly when you practice. People will forgive you more easily if the eventual speech is too short than if it is too long.

What to say

Prepare the key points of what you are going to say. Make sure you have:

- *Introduction* - which should explain who you are and why you are giving a speech.
- *Arguments* - give the two or three points you want to make, supported by examples.
- *Conclusion* - your conclusion should be the climax of your speech – sum up in a way that will stick in the memory, rather than adding new information.

It is much more natural and effective to use short reminder-notes on cards than to read out a speech word-for-word. Write down your key points in large clear letters that you can read at a glance. This lets you look at your audience, which is the key to involving them in your subject; and it makes it difficult to get lost, so you will be more confident.

Presentation

An audience responds better to a flawed point made with confidence than a correct argument stated nervously. So:

- *relax* before starting - regular, deep breathing helps you relax.
- *remember* that while you are speaking you are in control, so you can speak clearly and naturally without feeling rushed.
- *establish* eye contact - look around the room at your audience, to make each person feel personally addressed.
- *speak out* at the audience at the back of the room, rather than quietly into your notes

If you are in command of the situation, your arguments will come across more effectively, even if you think you are on shaky ground. If you are attacked, take your time. Finish your point before you answer (or take) counter points. This will give you time to think and let the audience know you are not flustered.

Practice will make you a much better speaker.

What to say

Guides on a range of different issues are available from the London and/or regional offices and their websites, setting out the broad views of CND, together with facts, figures and the relevant details. Updates are produced periodically and circulated in newsletters on the website or on face-book.

Remember also to take CND leaflets and other information with you when you go to speak at meetings. If your topic is one that can be illustrated with pictures or other visual aids, they will give your speech more impact.

What to do when you have a problem

Everyone will be asked difficult questions or dry up from time to time; if you are asked a question you cannot answer, use the old politicians' trick of answering a different question! You might want to have an interesting fact saved up just in case. Contact the regional or London office if you have any questions arising from the meetings you attend, so that you are prepared next time.

Evaluation

After each speech, meeting or public appearance, don't forget to ask yourself how it went. Better still, ask other people. You can never see yourself exactly as others see you.

5.7 Recruiting new activists

You will find that your campaigning work continues to recruit new people, as a natural result of doing things. People may respond to your letters to the press, or join up through street stalls, leafleting or meetings. Some will be people who contact the national campaign and ask to be passed on, or might email you directly, having found your details from somewhere.

If someone is willing to help, get them to do something: signing some letters, or distributing some information. Once they have already done something for you, even if something small, you'll find it easier to ask again and they'll find it easier to accept.

Some of them will have other political commitments, with CND being just part of what they do; for others it will be their main, or only, campaigning activity.

Your group will be growing and it will become necessary to start to specialise. It will be neither possible nor desirable for everybody to be involved in everything. Try and allocate responsibilities to people in a way that uses their talents and available time best. This is not always easy: some members of your group may not recognise what their own skills are. You needn't let this division of responsibilities become too formal, though. Flexibility remains the key to success. The regional office will be able to help you with this.

6. Six people or more

When your group has grown to this size, you will be able to carry many more different types of activity. It may seem unlikely at first, but most effective political groups get by with an active membership of this size. If you have many more, and you are doing lots of things, you might find it easier to split into teams.

6.1 *Creating news events*

Dramatise the subject

To get your message across, it is sometimes better to do something rather than just say something. For example, a survey showing that local churches are anti-Trident gets that point across much more effectively than if you just make a claim to the same effect. Before deciding what you want to do, think about what it is you want to be the message at the end of it. The larger, more ambitious projects require more resources and take longer to prepare. When you are ready, you might try:

- letter to MP, Councillors, mayor
- survey - what do local people think of nuclear weapons?
- report - find a way in which Trident or nuclear convoys will affect your area, or emphasise the cost and compare with local resources being closed down
- multi-signature letter.. we the undersigned ..
- photo-opportunity
- conference or public meeting
- event, demo or stunt

The CND office will be happy to advise you on how you might try to carry out one of these projects.

Launching something

When you have prepared a project, you will want to tell everyone about it.

- check diaries - local papers will tell you if a proposed launch date is not suitable
- fix date
- tell news diaries
- issue "calling notice" and telephone to check it's been received
- arrange set
- arrange photo
- choose interviewee
- write Question & Answer brief - think through what the journalists might want to ask about: quite possibly things unrelated to the project you are launching
- call a few days before to make sure that the media haven't forgotten – it helps if you have something new to tell them each time you call, such as an update on who will be attending
- make follow-up calls to make sure that journalists have all the information they need and answer any questions they may have.

Evaluation

Keep a file of all your press cuttings and a note of all your radio and TV appearances tape them if you can. This isn't vanity; it's because keeping a record is important. It will enable you to compare the different approaches you have made and will help you work out what

the best techniques are. Send copies to the CND office, so that other groups can benefit from your experience.

Don't worry if occasionally your press releases get ignored and your stories go unreported. Even the best press teams have off days, and you may simply clash with another, more pressing story. At first, this will be a depressingly regular occurrence -the trick is not to let it depress you. As time goes on, as you get more familiar with the needs of the local media and as the local media gets more familiar with you, your successes should be more reliable.

The CND office can provide advice and help with your media problems. If a good relationship with a local news editor suddenly goes sour, you might want to ring him/her and ask why. A polite enquiry may well elicit a polite response. If they have already told you that they don't want something, don't insult them by ignoring their advice. Never forget that the newspaper only exists because people like you are busy doing things for them to report. They want to report your activities, as long as they can do so in the way that suits them. If they can't do this in the way they choose, they simply won't report them.

6.2 Public meetings

Public meetings used to be the centre of a political campaign. It used to be one of the main campaigning methods, and is still a good way to launch a campaign or create news. Though in the age of the internet, TV and radio, public meetings are not the force they once were, they still allow citizens to hear the arguments from the experts and provide a focus for gathering support.

However, if you have only a small group, running a public meeting may be too demanding to begin with. It is better to build up your list of supporters through less spectacular campaigning, before going in for such an elaborate set-piece.

Once you do have enough people, though, a public meeting is an essential. With the right preparation, it will enable you suddenly to reach many more people in the political circles in your area: precisely your target group. It can also be a useful vehicle for obtaining media coverage. Think what you want to get from the meeting: then you can decide later how well you did.

Preparation

Give yourselves a three week run up (minimum). Get the venue and speakers settled in the first few days so you can concentrate on the publicity and detailed planning.

Venue

Funds permitting, you should use a venue that:

- is generally well-known in the area
- is easy to get to (think about access, parking and public transport)
- can cater for refreshments (i.e. it has kitchen facilities or an affordable caterer)
- create a good impression

Possible venues include the local town hall, a college, church hall, hotel, private rooms at pubs, etc. Avoid a location that has a party-political association, such as a local Labour/Liberal Club, as this will taint your meeting in some eyes and put off some of your audience. It is important to remain party-politically neutral.

Be cautious about the size of your audience. It is better to have a few people standing than a large, mainly empty hall. Twenty people in small room looks a success: twenty people in a large room will look like failure.

Speakers

The main attraction on the night will be the speakers, so agree on a date with them first. If, however, you are restricted on your choice of venues, it might be better to book one and then find speakers who can manage the date.

Invite a panel of two or three people. Choose people who are well-known locally from different walks of life. Make sure they are on our side!

A varied panel is a must, to show the breadth of opposition to nuclear weapons. Use your imagination: a local celebrity, your MP if they are onside (or even if they aren't – but they might not turn up if they are not supporters), and perhaps a balancing politician. Certainly try to involve prominent people from local minority communities. But don't invite too many speakers, and do encourage them to keep it short, which gives more interest and variety for the audience. If your meeting is just an opportunity for the local squire to drone for 40 minutes then it is hard on the public. You want to involve the public, and get them asking questions well before they leave

The CND office has a list of speakers who may be available for your meeting, but be sure to give plenty of warning. There's lots of demand for their services.

Chair

The chair must be able politely to shut people up, or the meeting will easily get boring or disorderly. It's a good idea to approach someone who has authority locally, and has experience of chairing. (But preferably is not too fond of the sound of their own voice!)

Who to invite

Send letters and emails to CND members in the area, others you think might be interested, chambers of commerce, district and parish councils and councillors, libraries, churches, colleges and secondary schools. A personal letter, signed if possible by someone the invitee knows, is much more likely to be successful than something that is obviously a general mailshot. Use general mailshots *only* if you don't have any more detailed information or contacts.

Network

This is a very important aspect of getting a good turnout. Friendly political parties locally should be included. They have ready established networks and ways of getting the word out to their supporters. Likewise faith groups, the local churches, mosques, and temples. Get a friendly preacher to announce the meeting in his address or in his newsletter. Don't forget the other groups you may have addressed or worked with. (See 5.5)

Publicity

This is also crucial. There is not a moment to lose on publicity. Don't rely on filling your meeting with people you have invited personally. There are bound to be people you haven't thought of. So publicise as soon as you have a firm booking for the venue. You need to advertise your meeting broadly. Include the following:

- press releases
- references in letters in the correspondence columns of the local papers
- free advertisements in .What's On. sections of the local press
- paid advertisements in the main local and adverts in shop windows
- notices in the local libraries

- let the CND website and newsletter teams know what's going on. They can advertise the meeting to people who know about CND but may not have found out about their local group yet.
- leaflets. A well designed leaflet is very helpful indeed. It is a physical reminder for people, with the details printed on it, so they don't need to remember or write anything down.

The CND office can help create posters and leaflets to advertise events.

Debates

A good way of getting publicity for your campaign is to stage a debate with local supporters of nuclear weapons (if you can find any willing to debate). There are a lot of people who are not even aware that nuclear weapons are still an issue and they need to hear more about it. A meeting where both sides will be presented might attract them to come along.

A debate like this must be well-prepared:

- have a good speaker in favour of retaining Trident
- publicise the debate well in advance
- make sure your members and supporters turn up to show that the CND case is popular
- organise them to ask questions and applaud at relevant times.

You might like to hold two votes - one beforehand and one afterwards to see how opinion has shifted.

In advance

Don't expect to make all the arrangements at the last minute. At least the day before you should do the following:

- prepare a list for people who attend to sign - you want their names and
- addresses
- make notices to the meeting and decide where to put them
- research biographical notes for the speakers - ask them in advance how they want to be introduced
- ensure there are membership forms and other leaflets available at the meeting
- make sure you have a collecting tin for donations, and if you have enough people set up a stall at the back of the hall.

On the day

The main points to note are:

- make a checklist in advance of the things you need to do - you cannot rely on remembering everything
- arrive early, so that you can set everything up
- your helpers should also arrive early enough - the start time applies to the audience, not to you.

In addition:

- identify the speakers and any VIPs early so that they can be greeted and introduced to anyone they ought to meet
- leave the attendance list near the door and make sure people sign it. Gather the contact details of supporters carefully. They are our most valuable resource

- put *one* leaflet about CND on each chair, preferably one with contact details and a membership form. The other literature should be on a table to one side or a stall at the back
- welcome the audience as they arrive, showing them where they can hang coats, etc
- make sure your helpers circulate, to ensure that everyone feels welcome - you are the hosts at a party
- thank everyone who has helped and deserves to be thanked
- encourage people to join CND and to get involved in the next activity. So have a clear idea what you want to do next
- be prepared to talk to people who linger at the end, and maybe take them to the pub. They are your potential new activists.

Post publicity

Even if you didn't get the press to attend the meeting, make sure you tell the world that people locally oppose Trident and X of them were motivated enough to turn out for a public meeting. Mention your speakers' names in any report. (Make sure you get the spelling right!) Local press likes to print names, and the speakers may be more willing to help in future.

Evaluation

Review the press coverage you get of each public event. Count the number of people who attended and how many of them joined. Make sure you follow up quickly those who might get more involved in the campaign.

6.3 Protests

Organising a protest

One way of highlighting the issue of nuclear weapons on an appropriate occasion is to take to the streets. It's not straightforward to organise. And, as ever, you should be clear what you are trying to achieve. Is it a photo-opportunity for the press? (In which case it needs to be visually interesting) Or is there a particular event that you are trying to draw attention to? Here are some tips.

If there is a big national focus for tens of thousands of supporters then a big(ish) protest will be arranged in London. In this case you can still help by organising local transport to the event – the regional CND office can help with this. Local protests are difficult to get large enough to impress, but can be a valuable tool nonetheless.

Some protests concentrate on providing a good visual image for the press to take up and carry – this can work well:

- At the TUC demonstration in Manchester – outside the Tory Party Conference – a visual display of placards and T-shirts bearing the slogan “Cut Trident Not the NHS” was very effective.
- A model Trident missile carried along with people dressed as teachers, nurses and fire fighters can be used to represent the choice between spending on public services and nuclear weapons.

Newspapers love great press photos and imaginative protests can dramatise what are otherwise abstract issues. There are specific things you may want to make a point at: A visit by a government minister, the fact that your local MP is not listening to you, a local firm is manufacturing components for nuclear weapons, etc. Remember a protest for its

own sake is a waste of time. You need maximum publicity. You need to think about your audience.

Your audience is chiefly in three categories:

- People who will see you - passers-by/shoppers/people going into a meeting/going into work. In all cases you must think how to get these people on side. Have you a leaflet to hand to people to explain what you're doing and why? Are you going to be causing people an unnecessary inconvenience? Are you going to look like isolated lunatics? Consider all these points.
- The press. Make things easy for them, and provide the information they need clearly. It increases your chances of a good report. Draw up a press briefing and structure it like a finished article with the main points towards the beginning, and all the relevant facts. There's more on press work elsewhere in this manual. On a protest an appointed member of your group should escort members of the press around, to ensure they talk to people who are themselves well-briefed and give a good impression of the group to the media.
- People who get to hear about the protest second hand. This is a potentially large number. It means that your message must be very obvious and clear, and easily distorted by rumour. Make any signs clearly and succinctly written. Have articulate speakers. And bring relevant leaflets.

Logistics

Public protests need police permission, seven days in advance. Permission will normally be given, but make sure you contact your local police station in plenty of time.

You will need to appoint stewards on a protest. Otherwise the police will have to police you more closely. It is far easier for a responsible steward to defuse a potential problem than it is for a policeman.

Have a clear finish point. Don't let a protest simply fizzle out, it's depressing. Say thank you to people for showing up. Announce the next stage of the local campaign. And say goodbye - otherwise people won't know it's over!

Always keep it simple, civil and inclusive. Protests are supposed to involve people in the campaign, not put them off.

6.4 DIY leaflets

The leaflet is the foundation of any political campaign. They are a convenient and potentially effective way of conveying information. However, be warned. They can be useless. The mere existence of a leaflet is not enough. Much depends on what they look like and how you use them.

A good leaflet

A good leaflet is eye-catching. If it is not looked at within seconds of being received, it will probably never be read. So your leaflet should not so much invite attention as positively go out and demand it. It should also be given to people who might want to read it. A leaflet forced on someone with no interest is also unlikely to be read.

Where to get them from

The CND office will provide some leaflets, both on the general topic and also on specific issues. You will be able to give these out on stalls, or distribute them door to door, or pass

them on to contacts in other organisations. They can also help you develop your own leaflet or with materials for publicising local meetings and events - contact either local or national office for further details. Show your draft to a teenager.

There may come a time, though, when you may want to write and print your own material. Experiment, and when you have something that works, then use it in hundreds. Photocopy shops might offer discounts on large runs - ask for one. Shop around. You may well find a local printer who is sympathetic to our cause and will give you good deals and lots of advice. The regional office can probably help with this.

Writing your own

To write a good leaflet, you need a clear idea of what you want to say. No amount of graphical skill will ever compensate for a clouded or confused message. Go for a short text, which relates directly to the people who are going to read it. Be very clear about what you want to convey. Keep this message extremely simple. It is estimated that a leaflet goes from someone's hand to the bin in only a few seconds. Therefore try to make sure (a) that the leaflet is striking enough and interesting enough that it's not immediately thrown in the bin and (b) that even if it is thrown in the bin within the few seconds, the "reader" can't help but pick up the gist of your message. Use big and catchy headlines.

For the layout, use short words. It makes it much easier to read. If you are not convinced, have a look at the covers of the biggest selling magazines and newspapers. There's a good example of what works. What gets attention. What gets information across. Don't be afraid to leave space on your leaflet and resist the temptation to squash more text on to a leaflet just because you can. Photographs and cartoons can help to make a leaflet look more interesting and professional. Be warned, however, they are hard to get hold of and can be very expensive – CND office will have photos and images available to use.

Deciding how many leaflets to produce is always difficult. In our experience, however, it is fairly rare for leaflets to be reprinted and fairly common for boxes of leaflets to be thrown away. There are garages and spare rooms all over the country filled with political leaflets and pamphlets that were printed but never used. If you run out and need to reprint, this does give you the chance to update and improve your leaflet. You should base the print run, not on how good the leaflet is or how many you would like to hand out, but on how many you actually will be able to distribute.

Don't forget to include an address where people can contact you if they want more information. It's an obvious point, really, but one which is remarkably easy to overlook.

There's also a legal requirement dating back hundreds of years that you must state who printed and published the leaflet. It's common practice to state this in small type at the bottom of the last page (e.g. Printed by Smith Publishing, 222 Acacia Avenue, Blandford. Published by Springfield CND, 1001 Pennsylvania Avenue, Springfield). Finally, remember that most people read *The Sun*, *The Mirror* and *The Daily Mail* not *The Guardian*, *The Independent* or *The Daily Telegraph*. It's important that your leaflet is accessible to the people who are going to receive it.

Evaluation

It's important to evaluate what a leaflet looks like before you go to print. Is it how you imagined it? Have all the typos been ironed out? Most crucially of all, are you confident that you know what the leaflet is for? And after you have distributed it, think again. What was the reaction from the people you gave it to? Did it have the intended effect?

An important point to make here is that it is easy to overestimate the response you will get from a leaflet distributed to the general public. The general rule of thumb is that the

response rate will be extremely small. If you distribute 1,000 membership leaflets, don't expect more than one or two back. But nevertheless it's still worth doing.

6.5 Organising your activists

There may come a time when you have too many people involved to rely on informality. You have two options: to become more formal, allocating specific roles and drawing up a set of rules, or to divide into smaller informal groups. Or you may like to opt for a mixture of the two.

Use the activist questionnaire to bring new people into the campaign. It asks for the contact details of each new activist together with information about what they are willing to do. This means that the office can then send them the information they will find useful and spare them unnecessary bits of paper.

6.6 Fundraising

CND is not a rich organisation (no campaigning organisation is - except in people.) CND relies totally on the subscriptions of individual members and donations. (To lead a group officially you should be a member of regional or national CND. Please encourage your activists to do the same.) Your local campaign will need to be financially self-supporting.

Campaigning can be cheap and effective. But if you are very active the costs will inevitably mount up. The simplest way to cover the costs is to get lots of members who are prepared to share them, but you will still need to check what you are spending. Most groups will be able to find a local member who is a businessperson, accountant or banker to look after the money.

Fundraising events are only limited by your imagination. But do be aware you can as easily lose money as make it. There may be lots of regulations that apply, and lots of things that could go wrong, so work things out very carefully. If you have never done any fundraising before, start small. As your group grows you are sure to find local members who are experienced fundraisers for other organisations and can help you do more elaborate things.

7. Winning the campaign

In the end, we will be successful by working in many different ways but the major force behind any success will be through creating the change we need through mass popular support. To achieve that support we will need to find new people, and bring them into the campaign. Each person who expresses an interest has to be made welcome, and enabled to find a role. Different people have different skills: Our campaign will need all of them.

Our campaign has the interests of Britain, the entire population and the people of the world, at heart. We are seeking to stop the madness that held the planet on the edge of destruction for 60 years. If we remember that this is a simple message of peace and security that has a meaning for everybody, then we can welcome anyone to the campaign and eventually persuade even the hardest opponent of our sincerity and of the important truth of our argument..