

# MAKING A DIFFERENCE!

Improving Campaigning & Advocacy Event  
Thursday February 12<sup>th</sup> 2009

60 of you came...

"This needs to be acted on while people are still enthused!"

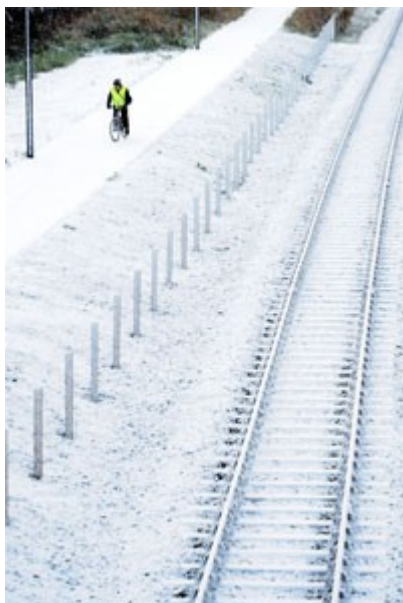
I didn't realise there was so much on offer!

"Excellent day, different subject matter from other events offered!"

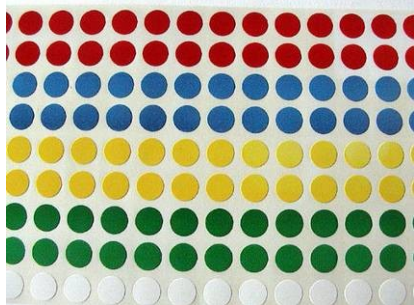
You did some great work...



And you left in this!



# Remember voting for the top issues over lunch?



## The Top 9

- 1) Provide a One stop shop for campaigners
  - 2) Gain political support for campaigning and advocacy.
  - 3) Facilitate networking and relationship building
  - 4) Training and Tool Kits
  - 5) Gaining support from the Media
  - 6) Looking at an alliance of organisations that support north east campaign and advocacy
  - 7) Developing leadership Capacity
  - 8) Links NE campaigning with other similar NE programmes
  - 9) Run campaigns called “do you want to be the last to hear?” and “Criticism is OK!” to encourage the public sector to welcome campaigning
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- ✓ VONNE will lead on these action points, as the voice of the region
  - ✓ The conference steering group will meet to take forward some of the points forward through their networks
  - ✓ NAVCA will use this information to make the case for better support for campaigning nationally

## You asked for some more information...

You asked for more on	What's on offer	Contact	Organisation	Website
The Parliamentary process	Get help to influence Parliament by using the free services of Parliamentary Outreach	Visit website	Parliamentary Outreach	<a href="http://www.parliament.uk/about/visiting/parliamentary_outreach.cfm">http://www.parliament.uk/about/visiting/parliamentary_outreach.cfm</a>
A Human Rights based approach	Human Rights can help you to get what you want. Learn how to apply Human Rights to your issues.	Visit website	BIHR	<a href="http://www.bihar.org.uk/">http://www.bihar.org.uk/</a>
	Contact the Equality & Human Rights Commission for support with all equalities issues	Visit website	Equality & Human Rights Commission	<a href="http://www.equalityhumanrights.com/en/Pages/default.aspx">http://www.equalityhumanrights.com/en/Pages/default.aspx</a>
The 'basics' of a good campaign	Contact Titus for a (free) simple campaigning guide  Contact Novas Scarman for a free list of training for campaigning and social action	Titus Alexander	Novas Scarman	<a href="mailto:titus.alexander@mcr1.poptel.org.uk">titus.alexander@mcr1.poptel.org.uk</a> Tel: 01923 266447  <a href="mailto:titus.alexander@mcr1.poptel.org.uk">titus.alexander@mcr1.poptel.org.uk</a> Tel: 01923 266447
	Learn how to influence better by using the bassac Axis of Influence tool at a free workshop	Visit website	bassac	<a href="http://www.bassac.org.uk/voice">www.bassac.org.uk/voice</a>
Branding and marketing strategies	Contact NCVO and the Media Trust for help with communications	Visit website	NCVO Media Trust	<a href="http://www.ncvo-vol.org.uk/">http://www.ncvo-vol.org.uk/</a> <a href="http://www.mediatrust.org/">http://www.mediatrust.org/</a>
	Look out for Louder.org.uk, the site for campaigners to be launched by NCVO in Spring 2009	Visit website	NCVO	<a href="http://www.louder.org.uk">www.louder.org.uk</a>
	Contact Liam for a free copy of 'Top Tips for Media Campaigning'	Liam Barrington-Bush	NCVO	<a href="mailto:Liam.Barrington-Bush@ncvo-vol.org.uk">Liam.Barrington-Bush@ncvo-vol.org.uk</a> Tel 020 7520 3151

## A reminder of what Mike Worthington, Chair of VONNE, said to us...



Mike Worthington chaired the day.

He said the private sector was usually quicker to demand support from the government than the voluntary sector.

Invest 2006 was a very successful campaign to meet a funding gap for voluntary organizations. Key points that made it such a success were that it

1. was the right issue, based on listening to people
2. with the right evidence, based on research
3. and the right people leading
4. was time-limited and targeted, which concentrated the mind
5. communicated with the sector, so that everyone was kept informed

He said that improving support for campaigning should be a priority for VONNE, by signposting what is available and linking organizations to strengthen civil society and show that communities can make a difference in people's lives.

# A reminder of the campaigning tips from Titus Alexander...



Effective campaigning makes the world a better place.

1. Be clear about what you want
2. Understand the people you want to influence – what keeps them awake at nights?
3. Recognise and develop your power to make a difference

The conference pack included Titus's quick guide to campaigning, available online at [www.titusalexander.com](http://www.titusalexander.com) under campaign coaching

Larger voluntary organisations can help the community develop skills and confidence to campaign better.

The NCVO/Capacity Builders' Campaign Effectiveness programme offers a wide range of support, including advice, case studies, conferences, courses, fact sheets the LOUDER.org.uk website, publications and tailor-made support: contact [campaigning@ncvo-vol.org.uk](mailto:campaigning@ncvo-vol.org.uk) or tel: 020 7520 2505  
See: [www.ncvo-vol.org.uk/ce](http://www.ncvo-vol.org.uk/ce)

# Thank you for coming!

Ainsley, Virginia, Health Housing and Adult Services  
Barass, Eliot, House of Commons  
Barrington-Bush, Liam, National Council for Voluntary Organisations  
Bowles, Julia, Sedgefield Village Residents Forum  
Burns, Mark, Age Concern North East  
Byrne, Jane, The Communications Co-operative  
Cavanagh, Serena, Sahir House  
Clements, Kath, District of Easington  
Dickenson, Ben, Homeless Link  
Dobson, Mary, Durham Students Union  
Dore, Samouka, Regional Refugee Forum North East  
Drake, Laurie, Durham Students Union  
Fawcett, Rebecca, Houses of Parliament  
Fletcher, Georgina, Regional Refugee Forum North East  
Greenwood, Helen, The Communications Co-operative  
Harrington, Tony, The Forge  
Harrison, Colette, Ouseburn Trust  
Jain, Shruti, Sustaine  
Keegans, Carla, Gentoo  
Lough, Ann, Age Concern North Tyneside  
Matho, Gauthier, Regional Refugee Forum North East  
McWilliams, Marie, Age Concern Northumberland  
Mitchell, Kay, Chester-le-Street CVS and Volunteer Bureau  
Pell, Charlotte, North Tyneside VODA  
Pitkeathly, Lisa, National Autistic Society  
Rayner, Robert, Durham City and District Volunteer Bureau  
Robson, Jennifer, The North East Climate Change Partnership  
Rose, Rebecca, The Communications Co-operative  
Rudd, Amy, North Tyneside VODA  
Taylor, Sarah Louise, Alpha Communication  
Wardle, Shirley, Aim High Network  
Wilson, Jule, Gateshead Council

If you and your organisation are not mentioned here, thank you too for coming!

This report was written by Charlotte Pell

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# Thank you to all the organisations that helped to organise this event...

At least 8 local, regional and national organisations got stuck in to make this event useful and relevant.

The North East region isn't like any other part of the country. Instead of assuming one size would fit North East, Novas Scarman, a national charity, invited a team of local organisations to be involved in the designing the pattern and choosing the size, colour and shape of the event.

So, you could sum the approach up as 'National intent, locally bent'!

These organisations deserve a huge pat on the back! They are:

- ❑ VONNE
- ❑ NCVO
- ❑ Novas Scarman
- ❑ NAVCA
- ❑ bassac
- ❑ Parliamentary Outreach
- ❑ WEA
- ❑ BIRH

with support from the Cabinet Office and Capacity Builders.



**CabinetOffice**

