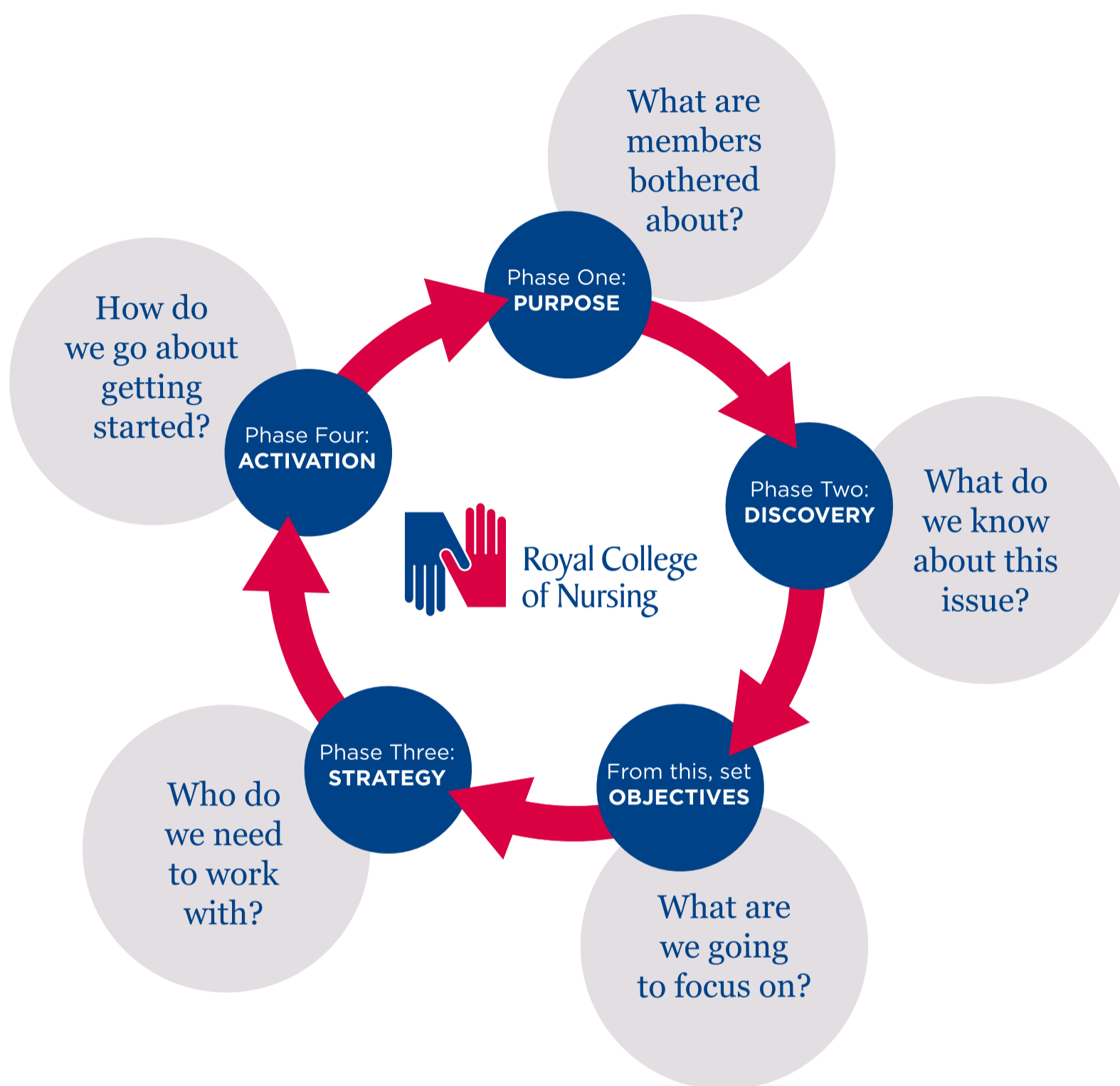


# Campaign planning cycle



## 10 tactics to turn information into activism\*

- 1 Mobilise people.** Bring them into the action, working together collectively.
  - 2 Witness and record.** Let it be known that someone is watching.
  - 3 Visualise your message.** Make your campaign visible.
  - 4 Amplify personal stories.** Think about how members can safely share their own stories.
  - 5 Add humour.** Where appropriate, prompting a smile can help capture people's attention.
  - 6 Manage your contacts.** Understand and map your connections.
  - 7 Use data where possible.** Amplify and illustrate your message.
  - 8 Use collective intelligence.** Work with other interested parties to pool your intelligence and build your influence.
  - 9 Encourage questions.** Remember you're supporting others to campaign, you don't have to do it all yourself. Members need to be involved and empowered.
  - 10 Investigate and expose.** You may have access to information that can be safely or anonymously made public, in support of your campaign.
-  Tweet us YOUR tactics @theRCN #rcncampaigning

For more detail on the different phases of the campaign planning cycle see the accompanying booklet and further downloadable guidance packs available here: [rcn.org.uk/repscampaigning](https://rcn.org.uk/repscampaigning)

\* Developed from Tactical Technology Collective: 10 tactics for turning information into activism. Available at: <https://archive.informationactivism.org/> Accessed 2 September 2019



# Getting heard, making change

A campaigning resource  
for RCN representatives



## What is campaigning?

If you've ever bought Fairtrade coffee, taken part in something like the ice bucket challenge or signed a petition, you're a campaigner. Campaigning is about finding your voice, raising awareness and trying to achieve change that makes things better.

It's also a vital function of trade unions. As an organisation, working with our members, the RCN has been campaigning for more than a century. We've been protecting and securing better and safer working environments, improving terms and conditions, achieving better pay and ensuring access to learning.

Members are experts in their own experience, so are perfectly equipped to give voice to issues affecting them and the people they care for. As an RCN representative, your role is to discover what really concerns members, signposting them to evidence or national campaigns to help them make the best case. At times, you'll be advocating on their behalf but more importantly, you'll be helping them to find their own voice - and be heard.

**The time is always right  
to do the right thing.**

Martin Luther King

## What does campaigning look like?

Campaigning activity may be specific and local, focusing on an issue impacting a group of members and their colleagues, for example, car parking or rest areas. It may also be much more wide-ranging, such as national campaigns about rest and rehydration, or staffing for safe and effective care.

Each campaign will look different, depending on the issue being tackled. At its core, a campaign should bring members together as a group, gaining and giving support to achieve your campaign objectives.

The key to every campaign is involving members in activities based on the values and issues they care most about.

