

**Part A: Ideas/suggested activities:
1. Raising your profile and connecting with members**

	Notes
1. Raising your profile	
Put up posters on the RCN noticeboard introducing yourself and promoting RCN campaign messages and ways to get involved	
Post as item on your workplace intranet about an RCN campaign, including how members can become involved	
Consider setting up a social media account to communicate with members and potential members	
Meet with Director of Nursing/Nursing Lead to discuss RCN campaigns and offer to work together	
Speak to ward/unit managers about the importance of supporting their staff to report concerns	
Link with your local Safeguarding Lead/Freedom to Speak Up Guardian to discuss how to work together to support members to campaign on issues that matter to them	
Suggest staff side agenda items on issues that members have raised with you/existing RCN campaigns	
Identify questions to ask at partnership meetings, or their equivalent, about the issues members have raised with you/existing RCN campaigns.	

2. Mapping your members

Work with RCND to build a map of your members and potential members

Consider the information you have about your workplace locations and services, and the current issues impacting on the local community and services.

3. Connecting with members

Hold a drop-in session for members to talk to you about workforce issues

Do a ward/workplace walk to meet members and potential members

Arrange a learning event for members and potential members, creating an opportunity to connect with them online

Hold informal chats or one-to-ones with members to learn about the issues that matter most to them

**Part A: Ideas/suggested activities:
2. Building the case for your campaign**

	Notes
1. Gathering/building evidence	
Encourage members to use formal organisational systems to report issues. For example, insufficient/unsafe staffing levels/skill mix	
Encourage staff to report all accidents and near misses	
Review staff survey results, identifying evidence to support your campaign	
Think about any themes that may be emerging in member casework	
Request information on vacancy rates, accidents/incidents, ward/unit staffing levels, exit interviews	
Review reports published by the RCN and others that might support your campaign case	
Consider approaching your employer for permission to carry out a staff survey to gather evidence on your campaign issue	
2. Make links with external partners and campaigns	
Speak at branch meetings to engage wider support	
Liaise with your local branch executive to design and deliver a branch event	
Check out existing RCN campaigns or other external initiatives that could support your campaign aim	

**Part B: Ideas/suggested activities:
2.1 Influencing in your workplace**

Notes

Support members to arrange and plan meetings with key decision makers in your workplace

See Part A checklists for a range of other ideas and suggestions about campaigning in your workplace

2.2 Building community support

1. Campaigning within branches

Speak at branch meetings to engage wider support

Liaise with local branch executive to design and deliver a branch event

Work with your branch to arrange a public meeting, inviting local politicians, public, patients and staff to discuss the campaign

2. Campaigning in public spaces

Identify local public spaces to set up a stand, engaging the local community with the campaign

Identify local events where it's possible to have an RCN stand to connect with members of the public who will be attending that event

Work with local health action groups/charities to gain their support for the campaign

3. Lobbying

Support members to have meetings with their constituency representative about the campaign	
Arrange for members to attend local council meetings and to submit agenda items on their campaign issue	
Arrange for members to attend a local Health Overview and Scrutiny Committee (or equivalent) meeting, submitting agenda items on their campaign issue	

4. Working with the media

Speak to local media about the possibility of featuring member stories on the campaign issue	
Deliver key messages on the campaign through media interviews/press releases, working with regional or national communications staff	
Develop a social media account to promote your campaign, linking with other related campaigns	

Ideas/suggested activities:
2.3 Mobilising public support

Notes

1. National/co-ordinated events

Support the organisation of co-ordinated regional stunts such as those arranged by regional or national communications or campaign team

Recruit members to take part in national stunts/events arranged by the RCN's local or central communications or campaign team

2. Collecting member stories

Support members to submit stories about staffing challenges for use in wider campaign messaging (anonymised where appropriate)

3. Celebrity endorsement

Identify celebrities who have connections with the region and connect them with the regional or national communications team to publicly support a campaign

Ideas/suggested activities:
2.4 Influencing politicians/institutions

Notes

1. Government/parliamentary lobby or drop-in event

Recruit members to lobby and present their stories to government in ways arranged by RCN policy and public affairs teams

Work with local members and RCN staff to follow up on contact with constituency representatives in support of the campaign

2. Co-ordinated email/petition activity

Encourage members to sign online petitions in support of the campaign, encouraging their friends and families to do the same

Encourage members to contact their local elected representative, asking them to support the campaign

3. Responding to national consultations

Encourage members to respond to national consultations related to the campaign, asking their friends and families to follow suit

Encourage and support members to submit their experiences and local intelligence to evidence-gathering exercises led by national policy and public affairs teams