

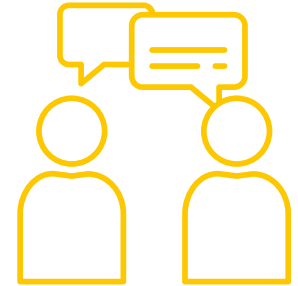


# Campaign Champions Hub: Building an Effective Campaign

## What's included in this toolkit?

This toolkit will help you in your next steps towards influencing change, so you can campaign like the champion you are! You will find information about setting goals, networking, tracking your efforts and looking after yourself while campaigning.

Kinship's Campaign Champions Hub is set up to equip kinship carer campaigners with the skills and confidence to move forward with your efforts. Previous local campaign activities led by kinship carers have achieved progress for kinship families within their local authorities and have impacted on national policy.



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# Campaigning Glossary

Some of these definitions are informed by The Commons' Social Change Library. Check out their extended glossary for more terms: [Glossaries for Campaign Strategy, Community Organising and Solidarity and Justice \(commonslibrary.org\)](#)

**Community Organising:** The process of building power. A form of leadership that enables people to turn the resources they have into the power they need to make the change they want.

**Mobilising:** Reaching out to people who agree with your cause/issue/campaign and asking them to be a part of planned action. Mobilisation refers to large numbers of people engaged in a planned action.

**Campaign target:** The person who has the power to give you what you want and who you will direct your campaign action at. This is your primary target. You may also identify secondary targets who hold power and influence to help you reach your primary target.

**Decision maker:** Somebody who has the authority to make decisions and set agendas pertaining to your campaign issue. They are likely to be campaign targets.

**Public policy:** The planned decisions, actions, priorities, and laws produced and carried out by government (and its agencies) to address public issues.

**Influencing:** Persuading an individual or group to adopt a more supportive position to your campaign goals. This can be done through networking and raising awareness. It may be called 'lobbying' when referring to MPs or other government officials.

# Setting Objectives

## How can I identify a campaign objective?

You can use these three easy steps to set goals for your campaigning journey. Just remember the 3 Ps:

1. Identify **problems** faced by yourself and your community. You can draw from personal experience, conversations with others, or doing some research online.


3. Identify **people and groups** who have the authority to implement these solutions. Examples of these are MPs, local authorities, companies, places of education, or a specific person.



**Remember! Focusing on a few key points can help your message and aims come across clearer.**

2. Identify potential **practical solutions**. This can include specific financial, emotional, logistical and policy-oriented support.

## Campaign Targets



**Writing to your MP** is an effective way to voice what you want to change. If MPs receive lots of letters about more support being needed for kinship families, it puts the issue higher up on their agenda. To go a step further, you could try to **arrange a meeting** to share your concerns and make sure your MP understands your side of things.

Another route to change is establishing contact with your **local authority**, for example by writing to or meeting the **Director of Children's Services (DCS)** for the area or your Local Councillors. Some of the issues you approach them about don't even have to come at a cost to the local authority, such as clearer signposting on websites for kinship carers.

It is important to show your campaign target the impact of kinship carers' efforts in their local area, company or school, so make sure to have some facts lined up beforehand. Our website has lots of useful stats- our [Breaking Point report](#) is a good place to start. If you need support with planning before a meeting, speak to one of our campaign team members or read our local campaigning toolkit [here](#).

Finally, you could show them how many people support the cause by organising an event such as a demonstration, a fun run, or a coffee morning. Make sure to share this on social media and invite any important figures along to this too!

## Finding your Targets

To find the MP responsible for your local area, search your postcode on the **Parliament webpage**. After this, you can search your MP's voting record using the site

**TheyWorkForYou**. This can help give you a better idea of their priorities and the issues they support. You can take a look at our campaigning resources **here** to learn more about how to lobby MPs to act in the interests of kinship families.



Remember! Some alternative targets might be: your local Director of Children's Services (DCS), local councillors, mayors, places of education, and more

Alternatively, get in touch with our campaigns team to help track down the best routes of contact for your campaign targets:  
Kelly ([kelly.taylor@kinship.org.uk](mailto:kelly.taylor@kinship.org.uk))  
or Honey  
([honey.alma@kinship.org.uk](mailto:honey.alma@kinship.org.uk)).

# Raising Awareness and Networking

It is important to identify the best ways to spread your message and bring attention to your campaigning. For example, contacting local press, using area-specific Facebook groups, or arranging local meetings to bring about change in your local community.

1

## Social media

- **Posting pictures and videos** (where you have permission to share) is a great way to create content for your campaign. Don't forget to tag relevant people (like Kinship!) and use hashtags- you could even start your own and encourage others to use it, too.
- **Podcasting** is an accessible way to get your point across in a longer format. You can record audio just using a laptop or phone and upload your finished project to listening platforms using a free site like Anchor.
- **E-petitions** can be created on the [Government website](#) or a dedicated petition site like [Change.org](#). These can show popular support for an issue and are relatively hassle-free. You can even go old-school and collect signatures using a pen and paper!

2

## Local media

- **Writing** for a local media source or **blogging** could be a great way to get your message out. Many small newspapers invite short letters to the editor printed, and some media sources may appreciate your expertise in the form of an opinion piece. You can also write a press release if you have organised an event or undertaken a specific activity.

## Raising Awareness and Networking

2

Local media (Continued)

- **Being interviewed** can be nerve-racking- but it's a good sign that your campaign is catching on! For information about interacting with the local media, make sure to check out [our campaigning resources](#), which includes a local media toolkit.

3

Local community meetings

- **Parish or town councils** can be a great starting point for campaigners. Bringing your cause up at meetings or over email can spread awareness of your campaign and help you make some valuable contacts.
- **Other community meetings** can be a more informal setting to share your campaign message. An event such as a coffee morning can serve as an opportunity to discuss the importance of your issue, invite key figures such as MPs, and fundraise.



**Get creative with your campaigning! For example, you could make zines (mini-magazines) or posters, get your children involved, or write a song or a poem.**





## Reflection & Wellbeing

### How do I know if my campaign is working?

When you begin your campaign, it can be useful to set yourself some SMART goals: these must be Specific, Measurable, Achievable, Relevant and Time-bound. For example, you may want to have had a meeting with a local authority figure within the next two months. These can help you to track and reflect on your progress. It is also worth keeping track of your journey using diary entries or having regular meetings with someone supportive.

The main thing to remember is to be persistent! If at first you don't receive a response from your campaign target, try again or try to contact a different person in the same organisation. You could take a short break to recharge or decide to go about your campaigning in a different way; there are many options available to you.

### My campaign is not working as well as I had hoped. What can I do?

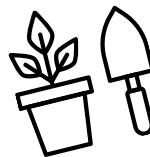
Slow progress is still progress, so try not to blame yourself for any difficulties you are encountering. It takes time for campaigns to make an impact. If you feel you are struggling, please look at our below information on wellbeing for some support. Make sure you recognise your wins, especially those that raise awareness of the issues affecting kinship families, since this is essential for kickstarting change.

## Reflection & Wellbeing

### How can I look after myself while campaigning?

- Regularly check in with friends, family and other support networks.
- Set firm boundaries around your time and energy to avoid burnout.
- Journal or talk to someone if you are feeling overwhelmed.
- Remember that it is not selfish to put yourself first, and resting can be just as productive as campaign work.

If you are feeling a lot of self-doubt, you may be experiencing imposter syndrome. Just remember that you are the expert on kinship care given your experience. You have a lot of helpful insight to offer, and you should be proud of your efforts. It may be helpful to [discuss and share your experience with other kinship carers](#).



What are some activities you like to do to de-stress? For example, yoga, gardening, crochet or taking a walk.



### How can I protect my privacy while campaigning?

When you are campaigning, it can be useful to share your story. However, it is important to bear in mind that you only have to share what you feel comfortable with. It might be useful to think about this in advance of any meetings or interviews. It is always OK to say that you'd rather not answer a certain question. It's also important to protect others too, and never post their pictures or quotes online without consent.

Don't forget to access the **Campaign Champions' Hub** **online**, where there are more resources like this one

If you need any further information or support, please contact Kelly ([kelly.taylor@kinship.org.uk](mailto:kelly.taylor@kinship.org.uk)) or Honey ([honey.alma@kinship.org.uk](mailto:honey.alma@kinship.org.uk)) from our campaigns team.



**Happy  
campaigning!**