

Campaigning & lobbying in a changing political landscape

Who should attend...

The day is designed for people working at both a local and national level. The packed programme will help not-for-profit, NGOs, social enterprises, community groups and others who are looking to maximise the impact of their campaign and lobbying activity.

And why...

Whether you're an experienced campaigner looking for new ways of working, or someone looking to develop new skills, it will provide both the inspiration and the tools you'll need when campaigning in a changing political and social climate.



Book now:
www.dsc.org.uk/campaigning2015

09.00 - 09.30

Arrival and registration

09.30 - 09.40

Welcome

Debra Allcock Tyler, CEO, DSC

09.40 - 10.00

Opening address on the importance and role of campaigning for charities

Linda Butcher, CEO, Sheila McKechnie Foundation

10.00 - 11.00

Presentation and discussion: Campaigning in a changing UK political landscape

The one thing we've learnt from UK politics in the last year or so, is that it's unpredictable. The excitement of the Scottish Referendum, the surprise general election result, and the astonishing developments in the Labour Party over the last few months, all demonstrate that seismic changes are possible in our society in a very short period of time, given the right set of circumstances. This should be the Age of the Campaigning Organisation, where professional campaigners are able to exploit changing political circumstances better than ever before to achieve change. But have we become too professional? Have we become so slowed down by elaborate strategy processes, complicated governance and accountability mechanisms, internal experts and ways of working that, as a sector, we're missing far more opportunities than we're hitting. And if so, what to do about it?

Speaker: Craig Bennett, CEO, Friends of the Earth

11.15 - 13.15 choice of workshops

Introduction to Campaigning and Lobbying

However large or small your organisation, its ability to inspire and influence key stakeholders is critical. This session will provide a variety of practical tools and tips to be used when planning and delivering effective campaigns & advocacy initiatives. Together, through a mix of presentation and participation, we will explore audience segmentation, message development, the dynamics of campaigning and the nuts and bolts of lobbying.

Speaker: Matthew Davis - Director, 3C consult create communicate

People Powered Politics

38 Degrees is a people-powered movement. They aim to give their members simple, powerful actions to weigh in at critical moments to make a difference. This involves being creative with tactics, pushing the boundaries of the campaigning landscape and integrating new forms with traditional NGO campaign activity.

Speaker: David Babbs - Executive Director, 38 Degrees

Community Campaigning

Any campaign at any level is about effectively combining good evidence and research with mobilisation and advocacy to make change happen (or to prevent inappropriate change).

Working at community level may limit the resources available but does allow for building maximum local engagement. The people and organisations to be influenced are also usually clear and local media can be used effectively. The workshop will use proven examples to show how to build a structure for a local campaign.

Speaker: Chris Church - Director, Community Environment Associates

14.00 - 15.00

Presentation and discussion: Why Campaigning Matters

Campaigns matter because they have become the people's politics: public politics. They give people agency and a way of creating choices where the market and official politics fail to do so. Participation and alignment is their source of legitimacy but they are also increasingly the test-bed for new values propositions. Campaigns help make society work. Unlike advocacy the best campaigns are also instrumental mechanisms to deliver change. Whereas PR campaigns are kept aloft with corporate profits, and government campaigns by tax revenues, the best NGO campaigns are kept aloft by love, through support given by individuals who want to move society from where it is to where it should be. The freedom to campaign should be a human right.

Speaker: Chris Rose, campaignstrategy.org

15.15 - 16.45 choice of workshops

Improving the effectiveness of your lobbying

How do you make the most of your campaigning and lobbying to ensure that everything you are doing is directly going to help your beneficiaries? This session will give practical tips and examples for people wanting to take their political influencing to the next level.

Speaker: Matthew Downie - Director of Policy and External Affairs, Crisis

Insight & Strategy: Knowing your audience

The last decade has seen exponential growth amongst campaigning audiences. But with scale comes diversity. Is your audience driven by the same motivations? Put off by the same barriers? Engaged by the same messaging? And crucially, how can you find out? This workshop looks at the value of knowing your audience. Showing you how understanding them enables you to develop relevant messaging - ultimately delivering both quantity and quality of campaigning actions.

Speaker: Alice Fenyo - Director, Curiouser

Campaigning clinic

Take advantage of the diverse knowledge and experience, of four speakers to get answers for any burning questions you have, or advice you would like.

Matthew Davis - Director, 3C

John Knights - Head of Operations, Sheila McKechnie Foundation (SMK)

Jay Kennedy - Director of Policy and Research, DSC

Ciaran Price - Policy Officer, DSC

16.45 - 18.00 **Networking and Wine**



Opening address with
Linda Butcher, CEO,
Sheila McKechnie Foundation
09.40 -10.00

**The importance and role of
campaigning for charities**

Charities rate (Band A & B) £210
Non Charities Rate (Band C) £250

***Book by 19 October for 10%
earlybird discount (Band A, B =
£189, Band C = £225).**

**Places include refreshments and
lunch, and access to all plenary,
keynote and workshop sessions.**

Book now:

www.dsc.org.uk/campaigning2015

**“There are lots of opportunities for
campaigning training out there so you might
wonder what sets DSC’s training apart from
the rest.**

**It’s simple really - we don’t just teach
campaigning, we do it ourselves. DSC’s
campaigning training grows from what we
have learned in our long history of running
important short-term and long-term
campaigns.**

**We run, for instance, the Big Lottery Refund
which since 2007 has kept the pressure up
on government to repay the £425m it raided
from the Big Lottery Fund and Britain’s
communities to pay for the London 2012
Olympics. So who better to turn to when you
need help with
campaigning?”.**

Ciaran Price,
Policy Officer, DSC



About us...

DSC has forty years’ experience in the sector as an independent charity with a vision of the voluntary sector at the heart of social change.

What we do:

- DSC Funding Websites
- Research and publications
- In-house and regular scheduled training courses
- Conferences and seminars, including Charityfair, the biggest annual training forum for the sector.

For more information on any of our products and services speak to a member of our team on: **08450 77 77 07** or visit us online: **www.dsc.org.uk**

 **#DSC_Charity**
For top tips, special offers, updates

helping you to help others



Campaigning & lobbying in a changing political landscape

Conference and Training Day

Friday 27 November 2015

Resource for London,
356 Holloway Road
London N7 6PA

**SHEILA
MCKECHNIE
FOUNDATION**

dsc
directory of social change

3C consult
create
communicate
www.3-c.uk.net @3CMatthew