



# IZWE Mobilisation Tools How to Get Others Involved in Your Group or Cause



National  
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# HOW TO GET OTHERS INVOLVED

WITH YOUR GROUP OR CAUSE



take part



Can people power help you make the changes you want?

It might be that you need lots of people to act together, or a small group to work for long-term change.

It's likely there are others who share your interests and concerns - here are some pointers on how to get other people onboard, and keep them involved.

## WHAT ARE YOUR AIMS?

Define a clear purpose for your group, cause or campaign – e.g. 'to deal with parking problems in the area', or 'to create a community allotment and grow healthy local food'.

Create a simple and exciting mission statement.

WHAT ARE THE  
BENEFITS OF WHAT  
YOU ARE DOING?

(...and what will happen if you do nothing?)

## CARRY OUT A SHORT ASSESSMENT

Here are some questions to consider when assessing who to involve and how

WHAT CAN REALISTICALLY BE ACHIEVED?

HOW LONG WILL IT TAKE TO ACHIEVE YOUR GOAL?

HOW MANY PEOPLE WILL IT TAKE?

WHICH GROUPS, ORGANISATIONS OR INDIVIDUALS ARE DOING THE SAME THING?



# AIMS AND BENEFITS



Purpose

.....

What might the group achieve?

.....

Benefits (list at least three)

- ▶ .....
- ▶ .....
- ▶ .....

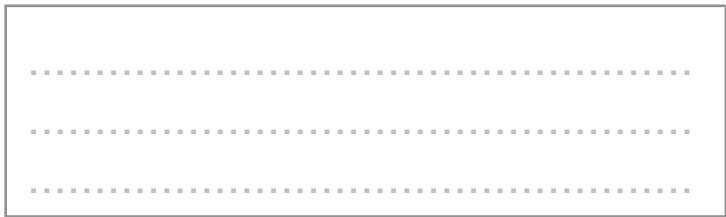
## WHO TO INVOLVE?

Make a list:

Who do you need onboard?

Who is affected/sympathetic/influential?

Who is already active in this area?



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tip: keep a contacts list!



## How

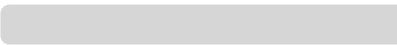
How will you reach them?

e.g. face to face, online, phone, post, or flyers through doors, posters in local shop, windows, flyers in public spaces

## MESSAGE

What will attract them? What will they gain from joining with you?

look at your list of benefits and see which would most appeal to them



MUNDO  
OS!



## GETTING YOUR MESSAGE HEARD

- ▶ Make it relevant – connect with personal concerns.
- ▶ Use personal stories – this helps people relate to what you are saying.
- ▶ Send out a story or press release to your local newspaper (call the paper first to find the right person to contact, and the information they will need).
- ▶ Use Facebook, Twitter, YouTube and other online communication tools.
- ▶ Contact your local community radio station.
- ▶ Word of mouth – tell everyone you know! Add your website link to your email signature.

## **MAKE IT CLEAR AND EASY FOR PEOPLE TO JOIN IN**

Have a straightforward sign up process.  
It is a good idea to give people easy and quick actions to do – like signing a petition/taking a quick poll/joining an online group.

IMAGINE YOU KNEW NOTHING ABOUT YOUR GROUP.  
HOW WOULD YOU WANT TO FIND OUT ABOUT IT?  
HOW WOULD YOU JOIN IN?

## **ORGANISE A MEET UP!**

The best way to get more people involved is to provide a meeting space for the group. So have a meeting!

(see our guide 'how to... organise a community meeting')

# COMMUNICATE! COMMUNICATE! COMMUNICATE!

Perhaps the most important thing!

Keep in touch with meet-ups, emails, regular facebook and twitter updates, phonecalls and letters

## WHY NOT USE A SIMPLE REGULAR EMAIL UPDATE WHICH:

- KEEPS PEOPLE UP TO DATE WITH ANY DEVELOPMENTS.
- GIVES THEM A VERY SIMPLE ACTION TO DO RIGHT AWAY.
- IS QUICK TO READ AND CONVEYS INFORMATION CLEARLY.

## REMEMBER TECHNOLOGY!

Find someone who is good with technology to help

- ▶ Video can be a powerful tool.
- ▶ Smart phones can be used to document audio, video and pictures.
- ▶ Get your message out for free with internet radio stations and podcasts.
- ▶ The internet offers lots of great communication tools for discussions and keeping momentum - see 'how to... get your group online'.

## KEEPING IT GOING

- ▶ Make it fun – organise social events: better yet combine the events with positive actions such as a litter clear-up or skill-swap day.
- ▶ Organise a date for next meeting at the end of your current one.
- ▶ Demonstrate your progress!

Julie Garland set up a residents association after moving to a new area five years ago. As well as regular community meet-ups Julie makes sure there are plenty of social events. She has organised parties to celebrate successes such as saving the post office; this helps keep members interested and enthusiastic.

Let the people who want to help you, help you.

Make it collaborative – let the group decide what it wants and how it wants to do it.

Welcome newcomers and help them find something to do in your group.

Try to find ways that people in your group can use their skills.

Get members to invite their friends. Most people get involved through being asked by a friend!

## WWW.IZWE.COM

Find other resources for active citizens at

[www.izwe.com/resources/takepart](http://www.izwe.com/resources/takepart)

[www.londoncitizens.org.uk](http://www.londoncitizens.org.uk)

[www.takepart.org](http://www.takepart.org)

[www.cdf.org.uk](http://www.cdf.org.uk)

[www.changesuk.net](http://www.changesuk.net)

This booklet has been produced by  
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