



Campaigning toolkit

Campaigns Volunteer Welcome

We would like to warmly welcome you as an MND Association Campaigns Volunteer and thank you for joining us.

Campaigns Volunteers play a leading role on campaigning in their local area so the needs of people with motor neurone disease (MND) and everyone who cares for them are recognised and addressed by wider society.

A key part of the Campaigns Volunteer role is to encourage others to take campaign actions locally, to amplify the voice of people living with motor neurone disease (MND), and influence local and national decision makers.

The Campaigning Toolkit includes factsheets on a range of campaigning and influencing ideas, and provides you with some useful resources.

The pack complements your general induction to the Association, provided by the Volunteering team.

Key aspects of the Campaigns Volunteer role

- Helping create local awareness, engagement and momentum for all national and local campaigns.
- Making the MND voice as strong and loud as possible by using your voice and experiences, and encouraging others in your local area/branch/group to participate in Association online and offline actions (eg email/letter writing, using social media, meeting local politicians, working with local media).
- Encouraging local people to be part of the MND Campaigns Network, which is at the frontline of our campaigning and influencing work: www.mndassociation.org/campaign-network/
- Working with your Senior Campaigns Adviser, regional staff and local branch/group to identify local campaigns issues.

Support you will receive

- Email, telephone or Microsoft Teams support from the MND Association campaigns team. Please feel free to email, call, or request Microsoft Teams meetings with your dedicated member of the Campaigns team for advice, guidance and campaign materials, or the central email address at campaigns@mndassociation.org
- A monthly round-up of Campaigning, Policy and Public Affairs activities detailing national and local campaigning work, progress, and how to take part. You can use this to update your branch or group, and other local volunteers.
- Emails from the Campaign Network including campaigning actions you can take and promote to your local branch/group members, and other local volunteers. If you are not already signed-up, please do so at: www.mndassociation.org/campaign-network/
- Invitation to join the Campaigns Volunteer Facebook Group. This is a members only online community to chat with campaigns volunteers from across the regions and nations, ask questions, and share ideas, knowledge, and advice on campaigning approaches and outcomes. Join the group here www.facebook.com/groups/254458989679339
- An induction and learning programme that supports you to develop your skills. This will include self-directed on-line campaigns training, and regional and national workshops and events.
- Previous volunteer workshops can be found [here](#).



Meet the Campaigning, Policy and Public Affairs Team

We'll send you a team organogram as part of your induction process. If you'd like an updated version at any point, please email campaigns@mndassociation.org

Your local MND Association team

The campaigns volunteer role may sit within a local branch or group, or cover a county or city, depending on the number of existing volunteers, and campaigning need of your local area.

Your dedicated member of the Campaigns team or local Area Support Co-ordinator (ASC) can help identify whether there is a branch/group in your area, and the best way you can contribute towards any existing team of volunteers.

TOP TIPS

- One of the key factors to successful campaigns is participation and mobilisation of people.
- MPs, councillors and other decision-makers are most influenced by local people - their constituents who vote for them.
- Letters/emails and social media mentions to decision-makers get campaign issues noticed, particularly if the campaign issue is explained in a personal way.
- Local campaigning and influencing is becoming more important as decisions about health and social care are increasingly being made at the local level, and MND must not be ignored when it comes to service planning, and decision-making.
- Get to know your regional staff and talk to them about the issues in your area and if there's anything you can do to help.
- These are just a few reasons why campaigns volunteers are so crucial to the success of our campaigning and influencing work – Thank you!