

Campaigning With Common Cause

What does campaigning look like if we use a values-approach?

Since the publication of the Common Cause report, campaigners have been asking “what does the values-approach mean for my work?”

From February, we’re organising an action-learning process for 20 campaigners to delve into this question and work together to innovate new, and remember old, solutions. This process is about us as campaigners changing what we do on a very immediate and practical level. We want to feel confident in the tools we can use when we go to work on a Monday morning – and not only share something interesting that we’ve read.

The action-learning process is a serious commitment and will give high rewards. You will have a community of campaigners to learn from and receive four high-quality trainings as well as the space and tools to innovate.

Who is this for: Campaigners from UK-based NGOs who interact with the public and/or partner organisations. Each campaigner will need a colleague from their organisation to take part in the process – so that we have 20 campaigners from 10 NGOs. You’ll need to be willing to try new things inside your organisation and to take some risks. If you feel stuck in your work but believe in what’s possible – then this is for you.

When is it happening: Full days on 23rd February, 9-11th March, 12th April, 10th May, 14th June, 12th July. We’ll happily approach your NGO leadership with you to negotiate time to take part.

What is the cost: None, though we will be asking you to host trainings at your organisation (if there is room).

How many hours per week does it need: 2-4 hours a week for reading, sharing insights with your learning partner, and documenting the process.

What will we be doing?

23rd February 2012

Workshop 1: Perspective Shifting

Theme: Head

We will provide a thorough training on the theory, ideas and models that underpin a values-approach to campaigning.

- Build community – who are we, and what brings us here?
- Workshop with Tom Crompton, author of *Common Cause*
- Set strategy for action-learning process

9-11th March 2012

Workshop 2: Connecting to our own values and skills building

Theme: Heart

You'll be invited to connect to your own values. What would living from an intrinsic values base really mean? How does this influence our approach to campaigning? Drawing on this, we'll explore what we would change in our campaigning approach: both in terms of *what* we campaign on and *how* we go about it.

- Clarifying personal inquiry – what am I called to do?
- Experiential learning – what skills do I need to implement a values-approach to campaigning?
- Leadership development – coaching from advanced practitioners

12th April 2012

Prototyping 1: Diversity: Mainstream & Marginalised

Theme: Hands

We will explore how issues of power and privilege impact our work and identify opportunities for change within our practice.

- Workshop with Shilpa Shah, Mainstream & Marginalised trainer
- Identify strategic leverage points within the work – where can I change something in what I do?
- Set down strategy for changing it within the next month

10th May 2012

Prototyping 2: Community Organising

Theme: Hands

We'll showcase our ideas and coach each other in refining and improving our campaign work. We'll then explore how a community organising approach differs from traditional campaigning and if it has cross-over potential.

- Workshop with Community Organising trainer
- Identify strategic leverage points within the work – where can I change something in what I do?
- Set down strategy for changing it within the next month.

14th June 2012

Prototyping 3: Storytelling

Theme: Hands

We'll showcase our ideas and coach each other in refining and improving our campaign work. We'll then explore how storytelling and story-based strategy can be used within a campaign context.

- Workshop with Storyteller
- Identify strategic leverage points within the work – where can I change something in what I do?
- Set down strategy for changing it within the next month.

12th July 2012

Workshop 3: Sense making and celebrating

Theme: Head, Heart and Hands

We will celebrate the progress we have made in adopting a values-approach within our campaigning work.

- Sharing and documenting learning from previous five months
- Invite in wider team of colleagues to share their learning so far
- Where next?

What outcomes are we hoping to achieve?

- Stories of impact – what actually changed in how we campaigned?
- Self-sustaining network of support – high-trust relationships between campaigners that facilitate future learning and collaboration

- Thought leadership – what is the future of campaigning? Draw on desk research on existing values-based campaigning and stories from us, as participants, in the process
- Solutions for other campaigners to use.

If you have any questions whatsoever – please contact Casper ter Kuile.

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