

SPEAK UP!

A GUIDE TO ORGANISING
YOUR SPEAK UP WEEK EVENT

30 JUNE - 8 JULY



[SPEAKUPWEEK.ORG.UK](https://speakupweek.org.uk)
#SPEAKUP



WELCOME!

From 30 June to 8 July, be part of the excitement by hosting your own Speak Up event. Gather your friends, family and neighbours and have a climate heart-to-heart with your MP to highlight how climate change is affecting your community and the rest of the world, and encourage them to take action.

This guide will help you create an event to remember and outlines event ideas, how to promote your event and top tips for having a heart-to-heart with your MP.

Getting Started: What is the Speak Up Week & what are we calling for?	PAGE 1
Get Inspired: Event ideas to inspire you!	PAGE 2
Register your event	PAGE 3
Top Tips: What you need to have a climate heart-to-heart with your MP	PAGE 4
Make Some Noise: Getting press coverage	PAGE 5
Speak Up Together: Inviting others	PAGE 6
Event checklist	PAGE 7

This guide works for those in England, Wales, Northern Ireland, and Scotland.

In Scotland? This July is a crucial time for our sister coalition Stop Climate Chaos Scotland as they push the Scottish Parliament for a strong Climate Change Bill that delivers on the Paris Agreement. They are running workshops throughout Scotland to train people to engage with the Bill as well as a Mass Lobby of Holyrood in September to bring people together from all areas of Scotland to call for a strong climate Act. If you would like to get involved in the events check out our website at stopclimatechaos.org/campaigns for more information and to see what is happening near you

GETTING STARTED

WHAT IS THE SPEAK UP WEEK AND WHAT ARE WE CALLING FOR?

The Speak Up Week is all about having a climate heart-to-heart with your MP, and encouraging them to be a champion for climate solutions. Whether this is your first time talking about climate change or you're on first name terms with your MP, the Speak Up Week is for everyone. It's for your church group, local school, and birdwatching group. It's also for your Women's Institute group and local National Trust property managers. It's simple to get started—all you need is a whole lot of love for the things you want to protect from climate change!

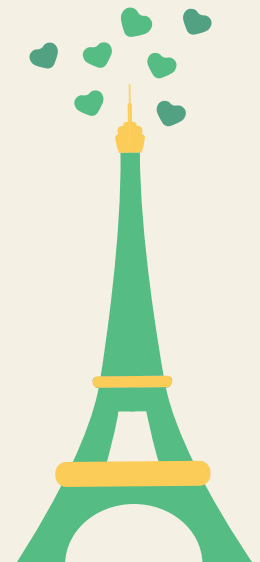
To help us speak up even louder, Community Energy Fortnight are joining in the celebration and linking up their own events to help showcase community energy initiatives around the country.

CLIMATE CONTEXT

Ten years ago MPs across parties came together to create the world's first Climate Change Act. Since then MPs and people like us have worked hard to ensure that successive governments implement this law by cutting emissions and adapting to climate change.

But in ten years the world has also moved on: many other governments have set their own laws and targets, some more ambitious than the UK's; and the world came together to set the Paris Climate Agreement in 2015.

Now it's time for the UK to begin a new phase of leadership that matches the Paris Agreement. That must start by looking again at the Climate Change Act so it is fit for the future. We have shown we can make a difference and MPs have played a critical role in ensuring governments deliver.



WHAT WE'RE ASKING FOR

So this year, we will be joining with others to call for the UK's Climate Change Act to be strengthened to match the ambition of the Paris Climate Agreement.

This is a big ask, but we can be a powerful bunch when we work together, and a great way to help build support is to win your MP over during Speak Up Week.

In late April we'll release a more detailed briefing on what the ask will be for MPs. In the meantime, start thinking about your local climate stories that will encourage your MP to become a climate champion.

GET INSPIRED!

EVENT IDEAS TO INSPIRE YOU

Your event may be as small as a few friends gathered around a pot of tea, or it may be as big as a festival in the park. No matter what you choose to do, your event can make a difference.

VISIT A SURGERY

Tearfund supporter, Geoff Stratford, organised a diverse group of local people to meet their MP Karen Lee to ensure the UK's role as a global climate leader was a key priority following the 2017 General Election. They were encouraged to find that she was keen to talk to community groups about climate change and committed to working together with local groups to look at the effects of climate change in Lincoln. Why not go along to one of your MP's surgeries to discuss why you're concerned about climate change in your local area as part of the Speak Up Week?

INVOLVE YOUR COMMUNITY

Zennor WI, Cornwall Federation organised an event at Trythall Primary School. More than 50 WI members from across the region attended and were represented by colourful and historic banners. Children from the school had been busy learning about the threat climate change poses and made beautiful placards to present to local MP Derek Thomas. The children pledged for a sustainable future and invited Derek Thomas to match their pledge. Derek Thomas was treated to a tour of the school's sustainable garden which included their pollinator project to protect bees, an insect friendly habitat of rotten tree trunks and their fruit and vegetable patch. This is a lovely example of how to engage your local community and involve all generations.

SPEAK UP WITH YOUR CHURCH

Local CAFOD group for St John the Baptist in Burnley met with their MP Julie Cooper. They asked her to put pressure on the government to tackle climate change by reaffirming itself as a global leader. Their MP was impressed with the campaign and took copies of the briefing and resources to share with colleagues. Why not ask your local church to support your event and join you in calling for action?

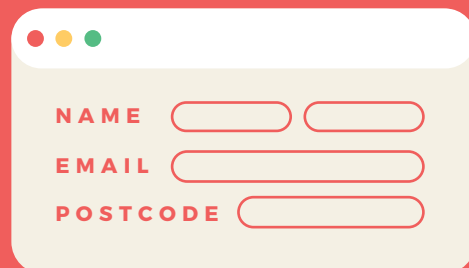
REGISTER YOUR EVENT

We'll be keeping track of (and showing off!) all the great events that people are planning on our interactive map at speakupweek.org.uk. When you add your event to the map, others in your area can join in and take part—and it might even inspire others to organise a similar get-together!

STEP 1

SIGN UP AS A LOCAL ORGANISER

Sign up at speakupweek.org.uk as a local organiser to show us and others in your area that you are organising an event. All you need to get started is your name, email address, and postcode.



NAME

EMAIL

POSTCODE



STEP 2

CREATE YOUR EVENT

You can add an event to the map as soon as you've registered as an organiser. Don't worry if you don't have all your event details yet—you can log back in at any time and add more information.

STEP 3

STAY IN TOUCH WITH OTHERS

To help you organise your best event possible, you and others in your neighbourhood can comment on your event. Find a co-organiser, coordinate, and post event details!



STEP 4

LET US KNOW IF YOUR MP IS COMING

Once you've invited your MP along to your event, let us know if they're coming by editing your event and clicking the 'My MP is coming' box. This helps us keep track of how many politicians we're reaching.

DON'T WANT TO ORGANISE AN EVENT? JUST ATTEND ONE!

If you can't organise an event but would like to attend one, sign up to the map at speakupweek.org.uk and click 'My constituency events' to see events happening in your area or 'All events' to see events happening across the country. No matter what you choose, you can register your interest and find out more about each event by clicking the grey 'Attend Event' button.

TOP TIPS

WHAT YOU NEED TO HAVE A CLIMATE HEART-TO-HEART WITH YOUR MP

BEFORE YOUR EVENT

INVITE YOUR MP

Find out who your MP is and invite them along. You can find their details by calling the House of Commons enquiry line on **020 7219 4272** or visiting theyworkforyou.com.

SET A DATE

When setting a date for your event, consider when your MP will be able to attend—most MPs are in Westminster during the week so hosting your event on a Friday, Saturday or Sunday is likely to work best. Invite them using our template letter, available to download at speakupweek.org.uk. MPs are busy people so don't wait until the very last minute to invite them!

WHAT IF YOUR MP CAN'T MAKE IT?

Host your event anyway and use it as an opportunity to chat about what you want to protect from climate change and how you might get your MP on board. Be sure to snap lots of photos and send them to your MP afterwards with a letter to show them just how many of their constituents support them tackling climate change.

BEFORE MEETING YOUR MP

MAKE A PLAN

You don't need to be an expert on climate change to meet your MP, but a well thought out approach can make all the difference in turning your MP into a champion for climate issues.

AT YOUR EVENT

FIND COMMON GROUND

Your event is a unique moment to find common ground with your MP and to learn from each other. Start by talking about why action on climate change is important to you and how it is affecting your constituency. Bring them a copy of the briefing and ask them to support stronger climate ambition.

AFTER YOUR EVENT

FOLLOW UP

If your MP attended your event, follow up with a thank you letter or email thanking them for attending and remind them of any commitments they made. If they were unable to attend, send them a letter or email filled with photos and signatures from people at your event to let them know just how much their constituents care about and support them taking action on climate change.

MAKE SOME NOISE

GETTING MEDIA COVERAGE

Telling the media about your event, both before and after, is a great way to spread your message to even more people. Bonus: it can be a great incentive for your MP to get involved too!

BEFORE YOUR EVENT

Go to speakupweek.org.uk and download and personalise our template press release. Let your MP's office know that you are contacting the media, send them a copy of your press release and suggest that they might want to add in a quote.

One week before the event, phone your local media—your regional paper, community radio station or TV news desk, ask to speak to the newsdesk and tell them you want to send them a press release. Email them your press release, follow up with a call to confirm they received it and invite them to come to the event to take pictures.



AT YOUR EVENT

Invite a photographer to attend your event or put someone on photo duty and have them snap away throughout the day. If your MP is coming, be sure to get a photo of them with the rest of your group—this can be a great shot to share with your MP or local media later!



AFTER YOUR EVENT



Personalise the press release, including quotes from people who attended and any photos you took, and send it to your regional news contacts. If you do get any media coverage please send photocopies, photos or clippings to campaigns@theclimatecoalition.org

SPEAK UP TOGETHER

INVITING OTHERS

Invite along as many groups as possible to show how your community is united in the fight against climate change.

See if your **local school** or **children's club** (such as Scouts/Guides) can join in.

Your **local university** may have lecturers who teach and research climate change. Why not invite them to speak at your event?

We've linked up with **Community Energy Fortnight**, who have tons of events happening around the country. Find an event at speakupweek.org.uk

Get in touch with others who are feeling the effects of climate change such as **football clubs** whose pitches have been flooded or a **cafe** that sees how climate change is affecting our morning cup of coffee.

Invite your **local church, mosque, synagogue** or other place of worship to get involved or even host your event.



EVENT CHECKLIST

PLANNING YOUR EVENT

- Decide what kind of event you want to organise, set a date, and book the venue
- Register your event online at speakupweek.org.uk and add it to the community map
- Advertise your event online by setting up a Facebook event and/or Eventbrite page
- Decide on your event's running order
- Invite your MP and research their interests to help you tailor your conversation
- Publicise your event with posters, flyers, and social media.
- Invite your local media to attend
- Delegate roles for the day
- Send a reminder email a month before your event to attendees and local groups

ON THE DAY

- Prepare the venue: Consider signage, refreshments, copies of the briefing and name badges. Do you need to ask the venue about health and safety?
- Post about your event on social media using **#SpeakUp**
- Take lots of photos

AFTER YOUR EVENT

- Follow up with your MP on behalf of the group and talk about any future meetings you may want to arrange. If your MP attended, send them a thank you!
- If your MP was unable to attend, send them a letter with photos and the briefing
- Let your local press know what happened
- Email everyone who came to thank them
- Let us know how it went! How was your chat with your MP? Did you get media coverage? Email us at campaigns@theclimatecoalition.org