



LET'S FIX OUR FUTURE

Campaign toolkit

February 2024

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Welcome, **Future Fixers!**

Our economy is broken, and millions of us in **mission-led** organisations are working to change it. Today marks the start of our journey to shape a UK economy that values **purpose beyond profit**.

We have a superpower: **People power**. And we want to activate it by starting a movement. Together our smallest individual acts have the potential to snowball into real change.

Just 15 minutes a week from each of us in the run-up to the election will build the movement and help drive real change. **This toolkit explains what you need to do.**

Join us in committing to small actions for big impact. Spread the word, mobilise the movement and **let's fix our future!**

***“WE’VE GOT ONE
CHANCE TO GET
THIS RIGHT. WE CAN
CREATE SOCIAL
CHANGE.”***

**ARVINDA GOHIL OBE
FUTURE ECONOMY ALLIANCE CHAIR**

YOUR TOOLKIT FOR CHANGE

What is it?

This is our **Campaign Toolkit** to create a launchpad for action as the UK approaches a General Election. It provides all you need to push our work up the political agenda, including **messaging** and **creative assets** to grab our next government's attention.

Why?

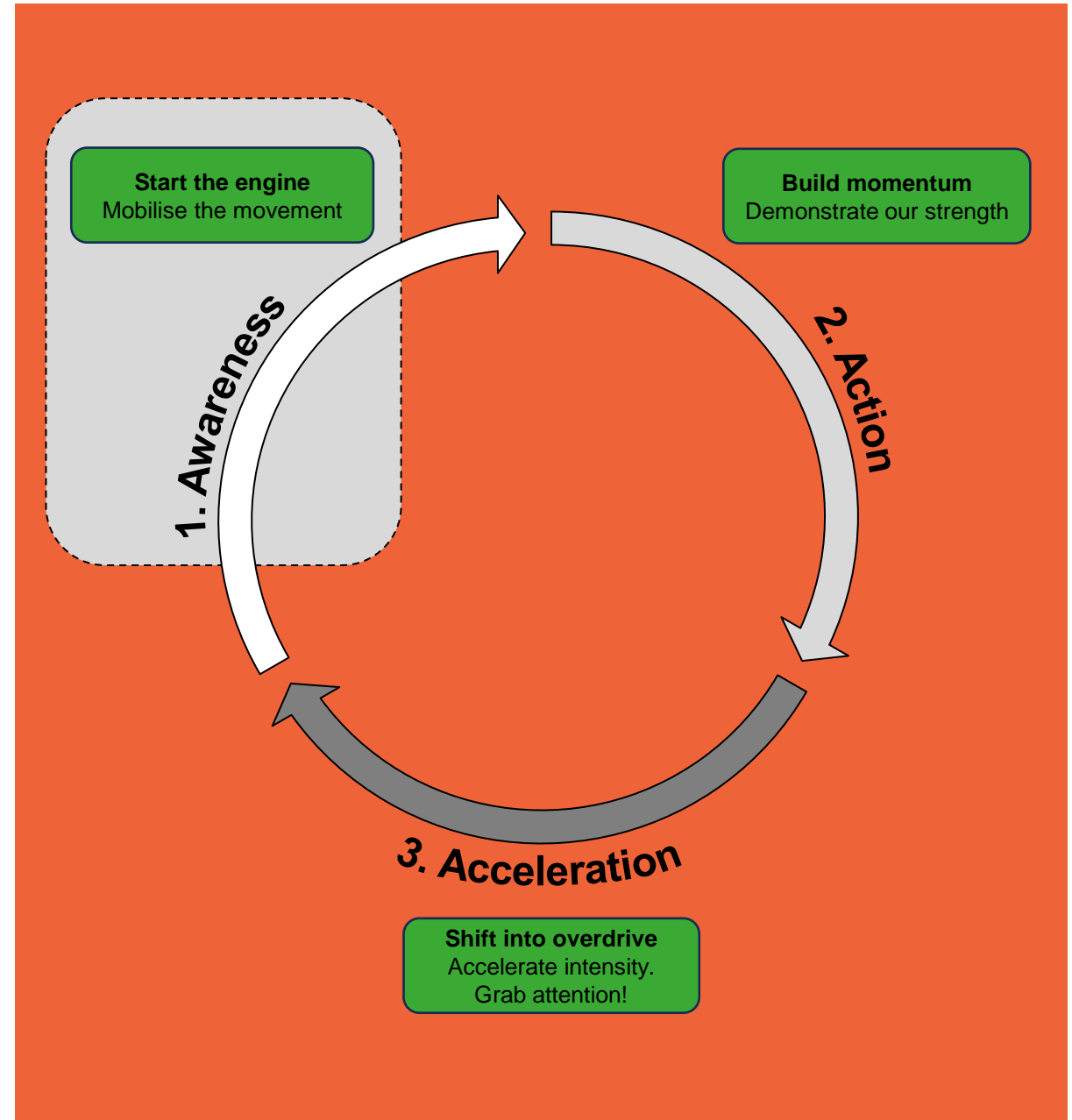
We want to grow and mobilise our extensive network. We share a vision. We are galvanising everyone who believes in, runs or works for mission-led organisations – all those who support business delivering value beyond the bottom line.

Who is it for?

Anyone who wants to **fix our future** by pressuring our leaders to change the way we do business.

Then what?

As we build our movement, we'll have more detailed plans and new actions to drive momentum. Stay tuned on social media for more.



HOW TO GET INVOLVED

For this to work, everyone reading this page needs to act.
Continue reading once you've taken these first small steps...

- Follow the campaign on social media
- [Click here](#) to access the campaign assets
- Add our header images to your social media profiles
- Update your email signature and link to the campaign page
- Put a banner on your website and link to the campaign page
- Choose a poster to print and display in your workplace

If you can offer **15 minutes more**, keep reading the next few slides.
Go on, you know you want to...



JUST 15 MINUTES FOR REAL IMPACT

You're here – great!

There are around **4 million of us** working in mission-led organisations across the UK. If a thousand of us commit to 15 minutes this week, that's **three working days of collective action across our network**. Just imagine the impact we can have if we do that every week?

Get stuck into a few **super simple digital actions**. Just follow the steps, then set a calendar reminder for the next few weeks so you remember to do it again. Ask your colleagues to do the same.

There are three **key messages** and three **images** to choose from, optimised for different kinds of communication. Choose whichever combination you prefer to share. Please feel free to add your own **personal comments** but don't change key messages and assets; we need to be consistent in order to build a movement.

Skip ahead

6 - Social media

7 - Personal contacts

8 - Create your own videos

9 - Key messages

12 - Assets and contacts

SOCIAL MEDIA

If you or your organisation use LinkedIn, Facebook or Twitter/X, here's what to do:

- Click [here](#) to access the **social media assets** folder.
- Do the baseline social media actions – choose a **header** and follow the Future Economy Alliance [@FutureEconomyUK](#).
- Post a **tile** to show your support and tag us. Add a short personal statement: why does this matter to you? **Sell the vision. Encourage them to join the movement.**

If you're not sure what to say, use this text:

“The economy is broken. Millions of us are working to change it. United, we will push our leaders to fix our economy and use profit for people and planet.”

- **Do the same again next week – but choose a different message!**



PERSONAL CONTACTS

Whether you're top of your organisation with an overflowing contact list, or a socially engaged citizen wanting better for the UK, every one of your contacts is valuable.

Please send the following to as many people as you feel comfortable engaging. Every message expands our reach.

Email/WhatsApp/Signal etc.

Click [here](#) to access the assets folder.

Do the baseline email actions – choose an [email signature](#) and hyperlink to [Future Economy Alliance](#).

Choose [a tile](#) and send to your contacts. Apologise for the spam but state it's a cause you believe in. **Sell the vision. Encourage them to join the movement.**

If you're not sure what to say, use this text:

“The economy is broken. Millions of us are working to change it. United, we will push our leaders to fix our economy and use profit for people and planet.”



CREATE YOUR OWN VIDEOS

Video is a great way to engage your network. If you want to film something short to speak directly to your network, follow these tips for optimal, consistent engagement.

Best practice User Generated Content (UGC)

1 – Light, frame, steady, tidy

Face the light source, position at eye-level, prop your device and declutter your background.

2 – Clear audio

Record in a quiet environment, eliminate background noise and speak audibly. Use a mic if possible.

3 – Be concise

Concise 1-2 minute messages have highest impact. Cover one key point clearly.

WHAT TO SAY

Our key messages are covered on slide 17. Ensure you speak to these. You can use the following script for structure.

Introduce yourself:

“Hi everyone, I’m [name] from [organisation]. I just wanted to share something really important that’s happening.”

Explain what’s happening:

“The Future Economy Alliance is campaigning to Fix Our Future. What that means is...”

Share a relevant personal story:

“I’m sure we can all agree, the UK economy is broken. My experience with...”

Why are you passionate about the cause?

“I support the Future Economy Alliance in Fixing Our Future because...”

Tell them how to join the movement:

“To get involved, go to the Future Economy Alliance website and download the campaign toolkit.”

KEY MESSAGES FOR OUR NETWORK

When communicating with those working in mission-led organisations, use the following to guide what you say.

TARGET AUDIENCE	KEY MESSAGE	WHY WE'RE DOING IT	WHO WE ARE	CALL TO ACTION	NEXT LEVEL	PROOF POINTS
<p>Our network – <i>all those working in and supporting mission-led organisations</i></p>	<p>Join a movement of 4m fixing our future.</p>	<p>The economy is broken. Mission-led organisations can fix that. United, we will push our leaders to reimagine business with profit for people and planet at its heart.</p>	<p>The millions who provide value beyond the bottom line: Social enterprises, co-operatives, employee-owned businesses, community-led organisations, charities, B-Corps, NGOs, credit unions, social investors, social entrepreneurs and many more.</p>	<p>Join the movement:</p> <ul style="list-style-type: none"> • Share this post • Follow us on Twitter/X @FutureEconomyUK • Download the toolkit • Stay tuned for phase 2 	<p>We're a movement influencing our leaders to champion mission-led organisations as the best bet for the UK's future. Our operating models out-perform mainstream models where it matters and need to be at the forefront of a mission-led UK economy.</p>	<ul style="list-style-type: none"> • An estimated 4 million people work in <u>social enterprise</u>, B-corps, charities and the <u>democratic economy</u> – around 10% of the UK workforce. • Social enterprises alone contributed <u>3.4% of UK GDP</u> last year; they made £1.2bn in profit and reinvested £1 bn into social and environmental missions, while FTSE 100 companies spent record amounts on share buy-backs and £170bn on shareholder dividends. • Sharing profits and prioritising social impact also makes mission-led organisations more financially resilient than traditional business: <u>The number of UK firms going bust is at a 30 year high and only 42% of UK businesses are still trading after 5 years</u>, whereas co-operatives are much more resilient with <u>83% still trading after 5 years</u>. • This resilience also benefits those who need it most – <u>22% of social enterprises operate in the most deprived areas of the UK</u>, compared to 14% of wider business. • Workers in employee-owned businesses and co-ops are <u>8-12% more productive</u> than people working in other businesses. These mission-led models are also more than 2x as likely to have fair wage accreditation, and more than 75% more likely to have a Net Zero or carbon management strategy in place.

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KEY MESSAGES FOR POLICYMAKERS

When communicating with your MP or other politicians, use the following amended framework to guide what you say.

TARGET AUDIENCE	KEY MESSAGE	WHY WE'RE DOING IT	WHO WE ARE	CALL TO ACTION	NEXT LEVEL	PROOF POINTS
Policy makers	We're building a movement of millions fixing our future. Ready to join us?	The economy is broken. Mission-led organisations can fix that. We're a constituency you need on side.	The millions who provide value beyond the bottom line: Social enterprises, co-operatives, employee-owned businesses, community-led organisations, charities, B-Corps, NGOs, credit unions, social investors, social entrepreneurs and many more.	Give us a seat at the table. We know what we're talking about and can help you. For more information, visit www.futureeconomyalliance.co.uk or email us on contact@futureeconomyalliance.co.uk .	We're a movement of millions of voters demanding you let us help fix the UK economy. We're a living, breathing proof of concept, and we want you to take us seriously. We have precise asks that will impact the UK's future. All you have to do is listen to us. Those asks include: <ul style="list-style-type: none"> • Triple bottom line as standard. • A minister for mission-led orgs. • Community-focused funding from public and private sources. • A fair tax system that demands equitable contributions and rewards impact. 	<ul style="list-style-type: none"> • An estimated 4 million people work in <u>social enterprise</u>, B-corps, charities and the <u>democratic economy</u> – around 10% of the UK workforce. • Social enterprises alone contributed <u>3.4% of UK GDP</u> last year; they made £1.2bn in profit and reinvested £1 bn into social and environmental missions, while FTSE 100 companies spent record amounts on share buy-backs and £170bn on shareholder dividends. • Sharing profits and prioritising social impact also makes mission-led organisations more financially resilient than traditional business: <u>The number of UK firms going bust is at a 30 year high</u> and only <u>42% of UK businesses are still trading after 5 years</u>, whereas co-operatives are much more resilient with <u>83% still trading after 5 years</u>. • This resilience also benefits those who need it most – <u>22% of social enterprises operate in the most deprived areas of the UK</u>, compared to 14% of wider business. • Workers in employee-owned businesses and co-ops are <u>8-12% more productive</u> than people working in other businesses. These mission-led models are also more than 2x as likely to have fair wage accreditation, and more than 75% more likely to have a Net Zero or carbon management strategy in place.

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KEY MESSAGES FOR PRESS

When communicating with your local paper, radio or TV station, use the following amended framework to guide what you say.

TARGET AUDIENCE	KEY MESSAGE	WHY WE'RE DOING IT	WHO WE ARE	CALL TO ACTION	NEXT LEVEL	PROOF POINTS
Press	We're building a movement of millions fixing our future.	The economy is broken. Mission-led organisations can fix that.	The millions who provide value beyond the bottom line: Social enterprises, co-operatives, employee-owned businesses, community-led organisations, charities, B-Corps, NGOs, credit unions, social investors, social entrepreneurs and many more.	<p>We are building an unstoppable movement - cover the story as the movement grows. It's huge and has the potential to change the UK's future.</p> <p>Please send press enquiries to contact@futureeconomyalliance.co.uk or message us on Twitter @FutureEconomyUK.</p>	<p>We're a movement aiming for a seat at the decision-making table to fix our future. We have precise, impactful asks backed by our existing contribution to the economy and society. Imagine if there were more organisations like us?</p> <p>It's in our leaders' interest to listen to our movement of millions.</p>	<ul style="list-style-type: none"> An estimated 4 million people work in <u>social enterprise</u>, B-corps, charities and the <u>democratic economy</u> – around 10% of the UK workforce. Social enterprises alone contributed <u>3.4% of UK GDP</u> last year; they made £1.2bn in profit and reinvested £1 bn into social and environmental missions, while FTSE 100 companies spent record amounts on share buy-backs and £170bn on shareholder dividends. Sharing profits and prioritising social impact also makes mission-led organisations more financially resilient than traditional business: <u>The number of UK firms going bust is at a 30 year high</u> and only <u>42% of UK businesses are still trading after 5 years</u>, whereas co-operatives are much more resilient with <u>83% still trading after 5 years</u>. This resilience also benefits those who need it most – <u>22% of social enterprises operate in the most deprived areas of the UK</u>, compared to 14% of wider business. Workers in employee-owned businesses and co-ops are <u>8-12% more productive</u> than people working in other businesses. These mission-led models are also more than 2x as likely to have fair wage accreditation, and more than 75% more likely to have a Net Zero or carbon management strategy in place.

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Find out more

All digital assets can be found **here**. Feel free to share this link or this deck with all posts or messages.

For more information, please visit www.futureeconomyalliance.co.uk.

For press enquiries, please call 020 3589 4950 and select option 2 or send an email to contact@futureeconomyalliance.co.uk.

To donate time, money, support or ideas, please email contact@futureeconomyalliance.co.uk.

