

First edition

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Web: <http://www.no2id.net>

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### *Evaluation*

It's important to evaluate what a leaflet looks like before you go to print. Is it how you imagined it? Have all the typos been ironed out? Most crucially of all, are you confident that you know what the leaflet is for? And after you have distributed it, think again. What was the reaction from the people you gave it to. Did it have the intended effect?

An important point to make here is that it is easy to overestimate the response you will get from a leaflet distributed to the general public. The general rule of thumb is that the response rate will be extremely small. If you distribute 1,000 membership leaflets, don't expect more than one or two back. Companies often offer free gifts or prize draws to encourage people to respond to printed material. Even then, only a small minority of people responds. But nevertheless it's still worth doing.

### **6.5 Organising your activists**

There will come a stage when you have too many people involved to rely on informality. You have two options: to become more formal, allocating specific roles and drawing up a set of rules, or to divide into smaller informal groups. We would encourage groups to opt for a mixture of the two.

You can create a formal committee to be responsible for occasional meetings of the whole group—for social purposes as much as anything else—and to deal with the largest activities, and have smaller informal campaign groups to work in different areas. To some extent, this will depend on the convenient geographical sub-divisions of the area in which you work. Your Regional Organiser or the London office can advise you on this.

Use the activist questionnaire to bring new people into the campaign. It asks for the contact details of each new activist together with information about what they are willing to do. This means that the office can then send them the information they will find useful and spare them unnecessary bits of paper.

### **6.6 Fundraising**

NO2ID is not a rich organisation. (Except in people.) We started from scratch in the autumn of 2004, and we have been kindly supported by grants from independent trusts and gifts from members. We rely very heavily on the subscriptions of individual members. (To lead a group officially you should be a member of NO2ID. Please encourage your activists to do the same.) Your local campaign will need to be financially self-supporting.

Campaigning can be cheap and effective. But if you are very active the costs will inevitably mount up. The simplest way to cover the costs is to get lots of members who are prepared to share them, but you will still need to check what you are spending. Most groups will be able to find a local member who is a businessperson, accountant or banker to look after the money.

Fundraising events are only limited by your imagination. But do be aware you can as easily lose money as make it. There may be lots of regulations that apply, and lots of things that could go wrong, so work things out very carefully. If you have never done any fundraising before, start small. As your group grows you are sure to find local members who are experienced fundraisers for other organisations and can help you do more elaborate things.

## 1.2 What this handbook contains

In the following pages, you will find useful information on starting and running a NO2ID campaign in your area. It is intended to be simple, clear, and *used*. Read it, write on it, tear out the bits that don't matter to you. Nothing in it has to be followed to the letter: what matters is that what you do works. And that you do try things until you find what works for you.

It is based on the accumulated experience of grassroots campaigners on our staff who have worked in many different campaigning organisations (and previously often on opposite sides), both in the UK and elsewhere in Europe. You may not find all of the material it contains useful—in fact, a lot of it may seem obvious. If so, please bear with us, there is probably at least one part of this handbook that is new to you. If not, please contact the central staff ([volunteer@no2id.net](mailto:volunteer@no2id.net))—we are always looking for experienced campaigners to advise new activists.

## 1.3 What this handbook does not contain

You will often find in your campaigning work that you need the political arguments at your fingertips. You can get such information from the [www.no2id.net](http://www.no2id.net) website and those sources we link to. When we can we will produce a separate handbook of policy summaries, which may help you further.

In most circumstances you will not need detailed social and political theory of identity, an understanding of security and surveillance, or knowledge of the technology of identification and large databases. There are books on all these things, but they won't help make the case. Remember, the ministers promoting ID Cards generally don't understand them either.

This handbook contains no guidance on how to run a committee, keep accounts, organise social events or publish a newsletter. The focus is solely on campaigning—on getting the NO2ID message across.

## 1.4 About evaluation

You will notice that throughout this handbook, there are continual references to evaluation. For many people involved in this campaign, it will be the first campaign of this sort they have been involved in. And even the experienced, seasoned campaigners will be trying out different activities for the first time. Nobody has all the right answers.

When you do something and it works, remember it and learn from it. If something you try isn't so successful, learn from that too. Keep the organisation informed of your successes and failures so that other people elsewhere in the country can benefit too.

Every activity should be followed by the questions "Did it work?" and "How could we have done it better?" And that includes this handbook too. When you have read it through, and tried out some of the activities it suggests, let us know what you think. How can we make the next edition of the handbook better than this one? What is missing? What is not clear enough? If you have any questions or comments on this handbook, please contact Guy Taylor through the PO Box address (given on page 10 and before the contents list), or at [local.groups@no2id.net](mailto:local.groups@no2id.net) if you have email.

scheme. Remember a protest for its own sake is a waste of time. You need maximum publicity. You need to think about your audience.

Your audience is chiefly in three categories:

People who will see you (passers-by/shoppers/people going into a meeting/going into work). In all cases you must think how to get these people on side. Have you a leaflet to hand to people to explain what you're doing? Are you going to be causing people an unnecessary inconvenience? Are you going to look like isolated lunatics? Consider all these points.

The press. Make things easy for them, and provide the information they need clearly. It increases your chances of a good report. Draw up a press briefing and structure it like a finished article with the main points towards the beginning, and all the relevant facts. There's more on press work elsewhere in this manual. On a protest an appointed member of your group should escort members of the press around, to ensure they talk to people who are themselves well-briefed and give a good impression of the group to the media.

People who get to hear about the protest second hand. This is a potentially large number. It means that your message must be very obvious and clear, and easily distorted by rumour. Make any signs clearly and succinctly written. Have articulate speakers. And bring relevant leaflets.

### Logistics

Public protests need police permission, seven days in advance. Permission will normally be given, but make sure you contact your local police station in plenty of time.

You will need to appoint stewards on a protest. Otherwise the police will have to police you more closely. It is far easier for a responsible steward to defuse a potential problem than it is for a policeman.

Have a clear finish point. Don't let a protest simply fizzle out, it's depressing. Say thank you to people for showing up. Announce the next stage of the local campaign. And say good-bye—otherwise people won't know it's pub time!

Always keep it simple, civil and inclusive. Protests are supposed to involve people in the campaign, not put them off.

## 6.4 DIY leaflets

The leaflet is the foundation of any political campaign. They are a convenient and—potentially effective—way of conveying information. However, be warned. They can be useless. The mere existence of a leaflet is not enough. Much depends on what they look like and how you use them.

### A good leaflet

A good leaflet is eye-catching. If it is not looked at within seconds of being received, it will probably never be read. So your leaflet should not so much invite attention as positively go out and demand it. It should also be given to people who might want to read it. A leaflet forced on someone with no interest is also unlikely to be read.

## 2.6 Data Protection

The Data Protection Acts apply to all storage and processing of personal data stored on computer. Membership records of clubs and societies are exempt from registration, but if you need for any reason to keep more information than contact details about your members, then please contact the National Secretary ([national.secretary@no2id.net](mailto:national.secretary@no2id.net)) for advice. The NO2ID has a data protection registration for the national organisation, but this may not cover your local group. Remember one point of NO2ID is to protect people's privacy from intrusive Government.

## 2.7 Postal deliveries

NO2ID normally sends parcels by standard delivery, which means that they will be delivered during the day, up to a week after dispatch. You do not need to sign for them upon delivery, but you do need to be able to collect them from the Delivery Office later if there is no-one to receive them. When you order a parcel, please make sure it is clear where it should be left if it cannot be received in person. And make sure that anyone who may look after it for you knows to expect it. Only 95% of parcels ever arrive at their destination. No-one knows where the other 5% go. So do contact the central organisation if your expected package does not arrive in reasonable time.

make sure your members and supporters turn up to show that the NO2ID case is popular

organise them to ask questions and applaud anti-ID statements.

If there are to be two votes, one beforehand and one afterwards to see how opinion has shifted, you can try getting some of your supporters to claim to be "undecided". That way, their switch to becoming anti-ID at the end of the debate can be used to show the strength of our arguments.

### *In advance*

Don't expect to make all the arrangements at the last minute. At least the day before you should do the following:

prepare a list for people who attend to sign—you want their names and addresses

make notices to the meeting and decide where to put them

research biographical notes for the speakers—ask them in advance how they want to be introduced

ensure there are membership forms and other leaflets available at the meeting

make sure you have a collecting tin for donations, and if you have enough people set up a stall at the back of the hall.

### *On the day*

The main points to note are:

make a checklist in advance of the things you need to do—you cannot rely on remembering everything

arrive early, so that you can set everything up

your helpers should also arrive early enough—the start time applies to the audience, not to you

In addition:

identify the speakers and any VIPs early so that they can be greeted and introduced to anyone they ought to meet

leave the attendance list near the door and make sure people sign it. Gather the contact details of supporters carefully. They are our most valuable resource.

put *one* leaflet about NO2ID on each chair, preferably one with contact details and a membership form. The other literature should be on a table to one side or a stall at the back.

welcome the audience as they arrive, showing them where they can hang coats, etc

### **Useful addresses**

NO2ID, Box 412, 78 Marylebone High Street, LONDON W1U 5AP (*normal post*)  
NO2ID, 266 South Bank House, Black Prince Road, LONDON SE1 7SJ (*bulk deliveries*)  
London office telephone—07005 800 651  
London office email—[office@no2id.net](mailto:office@no2id.net)

NO2ID Scotland, 5 (3fl) Maxwell Street, Morningside, Edinburgh EH10 5HT  
Scottish office email—[scotland@no2id.net](mailto:scotland@no2id.net)

### **Suppliers of NO2ID-branded merchandise**

Contact Katherine Davies ([merchandise@no2id.net](mailto:merchandise@no2id.net)) for details.

### **Essential information**

If you need information and the sources above can't help, or if you find valuable new information sources which aren't listed above, please let us know for a future update of this handbook.

### **Evaluation**

Your Regional Organiser and the staff from the London office will be in touch regularly to see how you are getting on. They will answer your questions and help you with any problems you might have. But don't wait for them to come to you. If you have any questions, get in touch and ask.

coverage. Think what you want to get from the meeting: then you can decide later how well you did.

### **Preparation**

Give yourselves a three week run up (minimum). Get the venue and speakers settled in the first few days so you can concentrate on the publicity and detailed planning.

### **Venue**

Funds permitting, you should use a venue that:

is generally well-known in the area

is easy to get to (think about access, parking and public transport)

can cater for refreshments (i.e. it has kitchen facilities or an affordable caterer)

create a good impression

Possible venues include the local town hall, a college, church hall, hotel, private rooms at pubs, etc. Avoid a location that has a party-political association, such as a local Labour/Conservative Club, as this will taint your meeting in some eyes and put off some of your audience. It is important to remain party-politically neutral.

Be cautious about the size of your audience. It is better to have a few people standing than a large, mainly empty hall. Twenty people in small room looks a success: twenty people in a large room will look like failure.

### **Speakers**

The main attraction on the night will be the speakers, so agree on a date with them first. If, however, you are restricted on your choice of venues, it might be better to book one and then find speakers who can manage the date.

Invite a panel of two or three people. Choose people who are well-known locally from different walks of life. Make sure they are on our side!

A varied panel is a must, to show the breadth of opposition to ID Card. Use your imagination: a local celebrity, your MP if they are with us, and perhaps a balancing politician. Certainly try to involve prominent people from local minority communities. But don't invite too many speakers, and do encourage them to keep it short, which gives more interest and variety for the audience. If your meeting is just an opportunity for the local squire to drone for 40 minutes then it is hard on the public. You want to involve the public, and get them asking questions well before they leave

The NO2ID central organisation maintains a list of speakers who may be available for your meeting, but be sure to give us plenty of warning. There's lots of demand for their services. Call the London office, 07005 800 651, or email [speakers@no2id.net](mailto:speakers@no2id.net) to book someone. If one of NO2ID's own people can't do it, we may know someone who can.

### **Chair**

The chair must be able politely to shut people up, or the meeting will easily get boring or disorderly. It's a good idea to approach someone who has authority locally, and has experience of chairing. (But preferably is not too fond of the sound of their own voice!)

### 4.3 Local radio phone-in shows

Not everyone will feel confident about going on the radio, but don't be discouraged from trying. Practise first by calling phone-in shows. Once you are used to that, perhaps you can go on a show and answer callers yourself. When you are going on air, remember the following:

Decide key points—two or three things (no more) that you want to say

Rehearse your key points—make sure you know them backwards

It's a good idea to have three or four points noted down as an "anchor" in case you get anxious on air

Anticipate the questions that somebody might ask you, whether on the subject or on some other topical subject

Answer briefly—don't waffle

Make key points anyway—you are there to make your two or three points: don't be deflected from making them

Speak slowly and clearly—otherwise people will not understand

Be friendly. Try to sound sympathetic to callers if you're on a phone-in, no matter how wrong, hostile or rude they are to you. If the opposition comes across as being extremist, that's a victory for us

Look friendly and smart if on TV. It really makes a difference.

Remember that appearing spontaneous takes a lot of preparation.

### 4.4 Door to door leafletting

This can be an effective way of getting the message to new people, with relatively little effort. NO2ID may be able to provide you with material. All you need to do is go out for a walk and deliver the items through people's letterboxes. It is usually best to start in the street where you live. You can do the areas you know more quickly than the areas you do not.

In a typical suburban area, you can distribute about 100 leaflets in an hour. A densely populated urban area will obviously be quicker to leaflet, and a rural area can take longer.

### 4.5 Lobbying local politicians

The MP for the constituency where you live has a duty to keep in touch with local political feeling. It is important to establish that ID Cards are of concern to ordinary people—not just the political elite. We need to establish in MPs' minds that there are voters in their constituency who are strongly against ID Cards, and they want their MP to speak out against ID control too.

It will help NO2ID's long term credibility if there are a substantial and increasing number of MPs who discover that we are much more than a London-based set of "liberati". It will help

## 6. Six people or more

When your group has grown to this size, you will be able to carry many more different types of activity. It may seem unlikely at first, but most effective political groups get by with an active membership of this size. If you have many more, and you are doing lots of things (as we hope you will be), you'll often find it easier to split into teams.

### 6.1 Creating news events

#### *Dramatise the subject*

To get your message across, it is often better to do something rather than just say something. For example, a survey showing that local churches are anti-ID gets that point across much more effectively than if you just make a claim to the same effect.

Before deciding what you want to do, think about what it is you want to be the message at the end of it. The larger, more ambitious projects require more resources and take longer to prepare. When you are ready, you might try:

letter to MP, Councillors, mayor

survey—what do local people think of ID Control

report—find a way in which the ID scheme will affect your area, or a practical difficulty in implementing it locally

multi-signature letter—"we the undersigned"...

photo-opportunity

conference

event, demo or stunt

The London office will be happy to advise you on how you might try to carry out one of these projects.

#### *Launching something*

When you have prepared a project, you will want to tell everyone about it.

check diaries—local papers will tell you if a proposed launch date is not suitable

fix date

tell news diaries

issue "calling notice" and telephone to check it's been received

Once you are established as the local contact, we will be happy to set up an email alias for you as <yourtown>@no2id.net and publicise the existence of a local group on the NO2ID website and in the supporters newsletter. Then supporters can come directly to you.

If someone is willing to help, get them to do something straight away. It's very bad for a potential activist's morale if they offer help, only to hear nothing for months on end. In the first instance, it might be that what you ask them to do is something very simple—writing a letter or distributing some leaflets, for example. But once they've already done something for you, even something small, you'll find it easier to ask again and they'll find it easier to accept.

Keep your Regional Organiser informed about your new recruits, and pass their names and addresses on to the London office. They will then be put on the mailing list to receive useful material, providing vital information and also providing an additional source of contact and support.

Those who are sympathetic, but not currently willing or able to help, should not be forgotten. As the campaign builds up, you can always go back to them later with a specific request.

*Argument*—what are the points to make in the circumstances of the particular speech? Choose a very few appropriate ones to make. You need not try to cover the whole subject in every speech.

What opposing questions and arguments are you likely to meet?

(Put yourself in the position of an intelligent proponent of ID Cards, and work out in advance how your argument will be attacked. Knowing what's coming will make you more confident)

*Timing*—practice to make sure what you intend to say can be said in the time you have been given. Speak deliberately slowly when you practice. People will forgive you more easily if the eventual speech is too short than if it is too long.

### ***What to say***

Prepare the key points of what you are going to say. Make sure you have:

*Introduction*—which should explain who you are and why you are giving a speech.

*Arguments*—give the two or three points you want to make, supported by examples.

*Conclusion*—your conclusion should be the climax of your speech – sum up in a way that will stick in the memory, rather than adding new information.

It is much more natural and effective to use short reminder-notes on cards than to read out a speech word-for-word. Write down your key points in large clear letters that you can read at a glance. This lets you look at your audience, which is the key to involving them in your subject; and it makes it difficult to get lost, so you will be more confident.

### ***Presentation***

An audience responds better to a flawed point made with confidence than a correct argument stated nervously. So:

relax before starting—regular, deep breathing helps you relax.

remember that while you are speaking you are in control, so you can speak clearly and naturally without feeling rushed.

establish eye contact—look around the room at your audience, to make each person feel personally addressed.

speak out at the audience at the back of the room, rather than quietly into your notes

If you are in command of the situation, your arguments will come across more effectively, even if you think you are on shaky ground. If you are attacked, take your time. Finish your point before you answer (or take) counter points. This will give you time to think and let the audience know you are not flustered.

Practice will make you a much better speaker.

Call press again, to check that they've received it—and ask if they might use it

Evaluate—Look at the paper, and see how it came out.

### 5.3 Press releases

A press release should be clear and straightforward, so that it is easy for journalists to understand, edit, and write up. It should be short and snappy, not long, waffly or boring. If the journalist wants to know more, then they should be able to contact you. The release should have one or two main points, rather than put forward a lengthy academic thesis. It can be used either to get across your views in reaction to a story or to promote your own story. In either case, there are certain things it must have:

#### *The date*

*An embargo.* The embargo is the time after which the content of the press release can be used. For example if you are making a speech at 5 pm on December 5th, you could release it earlier but embargo it for that time by printing “Embargo: 5pm December 5th” on it. Embargos will usually be respected unless they are meaningless. If there is no reason to delay, then make it clear by putting “Immediate” instead of an embargo time.

*Contact name and number.* It is vital that journalists know whom to contact if they want to find out more. Generally, you should also put on an out-of-hours (mobile) contact number. Journalists don't keep normal 9–5 hours and may not be able to wait. So call them back!

*Headline.* This is vital. Your headline should make the key point of your press release, and should catch the eye. It can be witty or plain, but it must tell the reader exactly what they are going to read about. It should be short.

*Clear opening paragraph*—that explains who, what, why, when, and where. The first paragraph should explain clearly and snappily what the main point of the release is. This paragraph and the next have to keep the journalists' attention. Otherwise the whole thing will be ignored.

*Details and quotes.* The rest of the press release should give more detail on what you are talking about and should include some quotes from a spokesman. It should not make too many points (three is a good number), and should be expressed in simple terms.

*Newspaper style.* If you can do so without parody, write in the style of the newspapers you hope it will appear in. The closer you get to the right style, the easier it is for a journalist to use and the more likely that it will be used. Otherwise write as clearly as possible. Avoid jargon. (For example, it's better to express figures in terms of ordinary people. “Ten pounds a week or £500 per year for the average family” is much more powerful than “£6 billion”.)

*“Ends”* At the end of the press release the word “Ends” should appear. This tells the recipient that they have received all of it, and are not missing extra pages.

in large quantities and thrust into the hands of virtually every passer-by. If so, you could expect to get rid of hundreds of copies of your “mass” leaflet.

Assume that the people who are really interested will want more than one leaflet. You will no doubt need some leaflets dealing with specific issues as well as the more general ones providing information about NO2ID and ID Cards. It is worth taking a few “under the counter” publications, that may not be of interest to the wider public but might be useful to the specialist (for example, more detailed information on the problems with biometrics or security of the database).

Badges, stickers, posters: all these are great to take along if you can get them. They are popular and help to publicise your presence to people who haven't seen the stall, though they are not cheap. Having at least something that people can wear having visited your stall—a simple sticker, for example—helps to publicise the presence of your stall elsewhere to those who may not have seen it directly.

#### *Evaluation*

Did you choose the right place? Did you choose the right time? Did you have enough leaflets of the right types? What were the questions asked by the people you spoke to? Did you have the right answers? (If you have specific policy questions, you can always contact Guy Herbert ([general.secretary@no2id.net](mailto:general.secretary@no2id.net)) at the London office for advice.)

You can sometimes use the experience of running a street stall as a means of evaluating other types of activity. Specifically, if you've had lots of letters printed in the local press or have done a lot of local radio interviews, you may even find people coming up to the stall who have actually heard of NO2ID! Also, if you have established good contacts with local political parties, or other organisations you might find local members who have heard of you and aware who you are.

If you collected a list of contacts or petition, then go through it and work out the best way of following up those people. Don't be afraid to ask them: some of them will be only too willing to help if only someone will tell them how.

Finally, agree the time and date for your next stall and start getting commitments from your helpers to come back again.

### 5.5 Working with other groups

An important task will be involving other groups in your work. You will have to work out which groups to contact, and how to deal with them.

#### *Councillors and other opinion formers*

These people will help you gain publicity, by participating in your other activities, such as signing letters to the local press, for example. Almost all councillors are active members of political parties, and so should be used to joining in political campaigns. They simply need to realise that NO2ID is a campaign that they need to join if they already support it. Council-

We want to remind Xcards management and workers that they, too, have a choice not to become owned by the state.”

ENDS

For more information, please contact Fred Jones—0958-123456 (mobile)

NO2ID is a non-partisan campaigning group opposed to ID Cards and government by database. It has active groups throughout the UK.

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## 5.4 Taking the message straight to the public—street stalls

There are many different activities that a NO2ID activist group can do. Why should spending Saturday running a stall be one of them?

The reason is simple. It is one of the easiest ways to gain visibility and profile, and it is an excellent way of building a team of committed activists. You will find people this way who never knew NO2ID existed—who may never have heard of ID Cards—but with whom it will strike a chord and get their support. Sometimes you may even recruit new members and activists.

### *How to set up*

When setting up a stall, think about the following:

*Location.* Choose one where people going about their normal business or shopping will see you, but not in the way. If people who are not very interested have to go out of their way or push past you, they will get a bad impression of the whole issue.

*Timing.* You need to follow your audience. Also, you need to make sure that you have enough people to staff it properly. For most occasions, Saturdays in shopping centres or local fetes and events will be the best time—there are a lot of members of the public about and, for the most part, they will have enough time on their hands to be willing to stop and talk if they are interested. Catching people in their lunch-hour, away from their workplace, is less likely to be effective.

*Appearance.* Your stall should be bright and colourful, to try and attract more attention. If you can wear some NO2ID T-shirts and make a banner to attach to your stall, you will immediately attract attention to your display. Any extra dimension you can create will do the same.

*Publicity.* Tell the local paper that you are going to be there: a colourful and busy stall makes a good photograph.

Take some pictures yourself, as you may find them useful later. Don't choose a site that is prone to gusts of wind or where you will get drenched as soon as it starts to rain. It will ruin your stall, and none of your helpers will stay cheerful and enthusiastic for very long. Find a site where you can be, as far as possible, warm and dry. Sometimes it's possible to set up a stall in a shopping mall.

### *Permission*

Generally speaking it is OK to set up a stall in the street, provided you aren't causing an obstruction. If it is on private property (the forecourt of a shop, say), then as long as the owner is not unhappy, that's OK too. By-laws vary, however, and it can be hard to be sure that you don't need permission to set up a stall on public property. So many things are subject to change: the attitude of the local council; the attitude of the local police; whether or not someone else has already claimed a particular prime site. If you are concerned you can ask the council whether or not permission is needed, and, if so, what you have to do to get permission. Find out who has the power to take the decision. (You might try to ascertain their views on ID Cards too.)

### *Staffing*

An ideal number of people to staff a stall is about 3 or 4 at any given time. If you're going to be there all day, you might want to have two shifts: from, say, 10 am to 1 pm and 1 pm to 4 pm. Some people might be prepared to help all day, but three hours is usually enough for all but the keenest of helpers. The busiest time of day in a town centre on a Saturday tends to be around lunchtime.

If you have too few people helping with the stall, you run the risk of someone falling ill and not showing up, and a stall with just one (glum-looking) person behind it is a sorry sight, that won't attract much public interest. It is helpful to be able to function properly while one person is missing—getting the coffee, for example.

Too many people, and you can end up with more activists than members of the public! If this is the case, organise your rota to give everyone a shorter stint—no-one objects to this or, better still, send some of your people away to give out leaflets somewhere else.

So, for most stalls, three people at a time is about right, and stints of 2½ to 3 hours are probably sufficient. Experience will tell you when you are getting it about right. The major factor is how busy you are.

Even if you're not very busy, try and make it look as if you are! Stand, don't sit; move items around. People are generally attracted to activity—the more buzzing your stall, the more people will gravitate to it.

### *Some tips on using the stall*

Be as warm and welcoming as possible. Look as if you want to be there. If you look bored and uninterested, people won't come over and talk to you. Look as approachable as possible: stand up and smile, rather than just sitting there. When people are genuinely interested and might even want to get involved, it's obviously important to take their name and address (or even to sign them up on the spot!). However, don't expect this to happen very often. Most people are reluctant to commit themselves to anything on the spot.

If you have a copy of our petition for the scheme to be withdrawn, you will find it easier to get supporter's names and addresses. Many more people will sign a petition than will immediately become active.

If you have one person standing in front of the stall, you will often be able to talk to and encourage many more people than if everyone skulks somewhere in the background. You may, however, run the risk of causing an obstruction, so don't be too worried if you have to stand behind the stall.

Smile. Be positive. Be pleased that people are talking to you. You will quickly develop your own patter, knowing what to say and what to miss out.