

NO **2ID**

Campaigners' Handbook

First edition

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1. Introduction

This handbook has been produced by the NO2ID to provide guidance and assistance to those members who want to help spread our message “Stop ID cards and the database state” in their area. It is not aimed at those people who want to sit on committees: the information it contains is about contacting the local media, distributing information and identifying other opponents of the Government’s ID control plans.

If you want to stop Britain getting the apparatus of a police state, if you want to make the case against an intrusive and ruinously expensive new form of bureaucracy, this is for you.

(Note: Though the campaign is against both ID cards and the National Identity Register and similar universal compulsory databases, we use “ID Cards” for short in what follows...)

A note on politics:

Don’t assume only people like you are against ID. Though it is a political campaign and is opposing a plan launched by a Labour Government, the NO2ID Campaign is not party-political. People from all walks of life and all political persuasions are opposed to ID Cards and involved in NO2ID. We are committed to maintaining a non-partisan approach as far as possible, and we hope that everyone who reads this will find themselves working happily with people they disagree with on many other subjects. We think you will find it as interesting and enjoyable as we do.

1.1 The role of the grassroots campaign

NO2ID’s central staff (mostly in London) is working on relations with the national media, trying to ensure that the case against ID is understood and reported accurately in the newspapers and on TV. It is also developing its contacts with national figures in politics and business, to ensure that they understand the arguments and are prepared to speak publicly about their concerns.

In addition, we try to support members who want to carry out similar functions at local and regional level. Studies regularly show that more people read local papers than national ones, and that they listen more to the views of people they know and who are in their area than to those from elsewhere. Winning the argument in every locality is the precondition to winning it in the country as a whole. Anyone who wants to fight against ID Cards and help in this campaign can find a way to do so, anywhere in the country.

NO2ID is building a national network of activists and local groups of activists who want to play their part in this. It is intended that they will all be assisted by Regional Organisers, appointed and supported by the central staff, but we are developing fast and the Regional Organiser network and local groups are growing up at the same time.

The campaign’s staff in London office will aim to plan and support campaigning work throughout the UK. However, local initiative will always be valuable. ID Cards affect everyone, but you are probably best placed to judge how they will affect people locally.

The biggest problem is that enthusiastic activists are not always sure where to start. We hope that this handbook will give you some ideas about what to do.

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)—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 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 if you have email.

2. Support for your campaign

In each area of the country, the main responsibility for the campaign lies with the campaigners in that area. The campaign can only succeed with active support throughout the country. But you will not be left on your own.

2.1 Your Regional Organiser

For each area, there will be a Regional Organiser—they will be listed on our website and in the *NO2ID Newsletter* as they are appointed. This person is your local point of contact for advice and assistance on campaigning. If ever you are not sure what to do, the Regional Organiser will normally be the best place to ask for help. While there is no Regional Organiser for your area, then please refer back to the nearest contact or the national level.

2.2 The Central Organisation

The central organisation provides further back-up and support, and will initiate the major campaigns. Materials and coordination will be provided by our volunteer staff. Feel free to contact them with your questions if your Regional Organiser cannot help. We may not always be able to provide the answer to your problem from the centre, but will try to advise and assist in any way we are able to. Each issue of *NO2ID Newsletter* will list the up-to-date distribution of responsibilities among the staff—this will be changing as we recruit new people in the near future.

2.3 Training

No-one is expected to be an expert campaigner straight away. NO2ID will be organising training days. But the best way to learn is through experience. As and when you recruit new people to help, you might want to encourage them to come to training days, too. See how much they can learn from you, though. That's the best test of how much you have learned.

2.4 NO2ID Newsletter

This is the familiar fortnightly email newsletter. It contains practical advice and information on the latest campaign developments.

2.5 Website

NO2ID maintains a website, where useful information for active groups is placed, including back issues of our publications and links to other websites. Its address is:
<http://www.no2id.net>

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) 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 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.

3. What you need

Everybody can do something. While there are a number of things you may find you need during the campaign, you won't need all of them at the start. So get started anyway, and don't worry if you haven't got them. However, as you go along, finding people with access to the things you haven't already got will become important.

Most small groups will have all of these things between them. If you can get them, or access to them, any of the items in the list below will make it easier to run an effective campaign:

Computer

This will give you word-processing and an email address (most computer packages will give you a database and accounts, too, but until you get to 6+ activists you are unlikely to need them). If you have broadband, it will make downloading graphics and other materials from the NO2ID website much easier.

Email

This is probably the cheapest and most efficient way of keeping in contact. If you have access to email but only at work, where you can't use the address for NO2ID purposes, we can set up a new address for you. The mail will be automatically forwarded on to your own account. For example, we can set up our system so that mail for fred.jones@no2id.net will be automatically forwarded on to fjones@employer.co.uk—the "employer" address does not need to be put on any publicity material. Contact Owen Blacker in the London office if you want to have this set up (technical.manager@no2id.net). If you are the established contact in your area, we will set up and publicise <yourtown>@no2id.net, so that recruits for your group can get in touch with you easily.

Mobile contact numbers

People will want to phone you both during the day-time and out-of-hours. Give them a mobile number with good coverage in your area.

Fax machine

This is the best way to send press releases. Most computers can do this—if you are going to buy a computer, make sure it can send and receive faxes too. If you can have a separate fax machine, though, this is better as you can leave it switched on the whole time.

Car

This is not just for transporting you, and your fellow activists, but also campaigning materials

Desk-top publishing

If you want to design your own leaflets and posters, you will need a computer with the right software. However, you may find that you can get the material you need from elsewhere.

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

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

Suppliers of NO2ID-branded merchandise

Contact Katherine Davies (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.

4. On your own – a group of one

Every campaigning group will start off with just you. But don't worry. It won't be for long. The NO2ID national campaign and your own activities will soon generate you helpers. Meanwhile, there are plenty of effective activities that you can do on your own.

4.1 Contacting local media

The local media depends on contributions from local people who have something to say. And this includes you. There are two easy ways to start getting your arguments heard:

- letters to the press; and
- radio phone-in shows.

4.2 Letters to the press

Local newspapers are always willing to print letters. And the letters page is one of the most widely-read sections of the paper. Sign your letters as the chair or secretary or whatever of a local NO2ID group (even if you are the only member) and your opinions will carry more weight. Other people might be tempted to contact you in order to join or get involved.

Make yourself some headed paper for your NO2ID group, and you'll look even more important—the office can let you have an electronic copy of the logo on disk, and possibly a supply of headed paper with the logo printed on it.

When writing to the local papers, remember the following:

React fast. A letter reacting to something that appeared in the paper is more likely to be published if you send it in straight away: the press has a short memory. Write letters by hand rather than typing them if you have to, although make sure you do so legibly. Typed or word-processed letters make life easier for the journalists.

Be topical. Your letter should cover a subject that the newspaper itself might use in a news story—so it should have a local angle if possible

Keep it short. It is often harder to write a short letter than to write a long one, but people are more likely to read it

Keep it simple. Use clear and simple language and try to avoid cliches.

The *NO2ID Newsletter* may suggest possible subjects for letters that you could write and arguments to use. If you have any questions on the political arguments to put in your letters, contact Guy Herbert (general.secretary@no2id.net) in the London office.

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

us to find more supportive Members of Parliament if they realise that there is an active NO2ID presence in their area.

If you do not know the name of your MP or constituency, check with us. Check also whether your local MP is already a supporter of NO2ID.

Information on where and when your MP holds surgeries in the constituency will be available from your local library or from the MP's constituency office or website, or from his/her office in the House of Commons. The switchboard number at the House of Commons is 020 7121 9300. With this information, you can make an appointment to meet your MP face-to-face. After the meeting, contact Rachael Marsh (parliamentary.liaison@no2id.net) at the office and let us know what the reaction was.

What to say at the meeting

Explain that you are a member of the NO2ID campaign. Mention that you are a local member from his/her constituency, and that you want to find out what the MP thinks of the Government's proposals, and the principles of a national identity system. Below you will find some examples of questions to ask. Feel free to adapt them as you wish. There may well be special issues of local or personal relevance to raise.

How will it help fight crime, when it will take up lots of police time?

How do we know it is worth the huge cost?

What will happen to me if the system goes wrong?

Do you agree that ID Cards will lead to more bullying by officials?

Do you support the Government's plans to make public services depend on ID Cards?

And if the MP is supportive...

Will you join NO2ID?

Make sure you leave your local politician with copies of our material and a recruitment form! And remember to contact Rachael Marsh (parliamentary.liaison@no2id.net) at the office to let us know your MP's reaction. You can also approach local councillors and other local opinion-formers in a similar way.

4.6 Publicising the group and recruiting new activists

If you think that you are on your own, do not worry. The London office and your Regional Organiser can help. The office can provide you with a list of other members in your area, and your Regional Organiser will help you convene a meeting to talk about what you can do. The emphasis should be on informality and practicality. Make modest plans which you can actually achieve rather than ambitious plans which you cannot.

Your local public library will keep a list of local clubs and organisations, and may be the first place people look for their local NO2ID group. So make sure you are on that list. Check your entry is up to date from time to time.

If you have the skill, why not set up a local NO2ID website? It is not a substitute for campaigning in person, but will help people contact you and find out about the campaign.

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.

5. With 2 to 5 people

As your campaign group grows, you can move on to larger and more complicated projects. Don't abandon the more simple ones in the previous section. It makes all of them easier to manage, and even more effective. You should maintain your regular appearances on the local radio, and there will be more of you to write letters to the local papers.

5.1 Creating news

The starting point in dealing with the media is not simply "what can we do to get into the media?" You need to present journalists with a story which they can write up. A story is factual and contains one, or more, of the following:

- New information
- Controversy
- Heroes and villains
- A new chapter in a saga
- Involving a famous person
- Immediate relevance (e.g. a local angle)

Remember that to control the story in the media, we need to make our views into clear and appealing stories. However, local papers often have space to fill, so anything you submit should have a chance of getting in somewhere.

5.2 Saying something

Journalists are always busy. They need more than just a good idea before they will use your story. You have to help them decide what to say. Make sure the story falls into at least one (and preferably more) of the categories above, then:

- Find a local angle
- Produce your press release
- Decide *when* to issue it. Find out when the deadlines are, by ringing the newspapers and asking (they'll tell you), and make sure they get the press release well in advance (several days in the case of a local paper).
- Call press, to tell them the press release is coming
- Fax press release (or email it if they will receive it that way)

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.

Notes for Editors... which might give details of a photocall or give biographical details of the spokesman... should appear *after* the word "Ends".

Other kinds of press release have a different purpose. They aren't telling a story, but are giving information in advance.

A *Calling Notice* is a press release sent to news desks in advance notifying them of a forthcoming event, a press conference or speech, for example. It should say what the event is and who will be there together with precise details of where it will take place and when. It should also give contact details for further information.

A *Picture Notice* is similar to a Calling Notice, but is sent to picture desks at newspapers giving details of a photo opportunity.

If you can come up with some snappy, catchy phrases, use them. They will help embed your arguments in the minds of the journalists choosing which stories to use and — we hope — the listeners and readers they are going out to.

An example of a press release:

Rummidge NO2ID

52 Cowship Road, Rummidge

PRESS RELEASE

Date: 31 April 2005

Immediate

NO2ID Pickets Local Smartcard Manufacturer

Members of Rummidge NO2ID are demonstrating outside the premises of Xcards on Saturday afternoon. Xcards is bidding to make a chip that will be a key part of the National ID Card.

The ID Cards will be compulsory for everyone living in the British Isles for more than 3 months, and Xcard's chips will link them to the population surveillance system in the National Identity Register.

Campaigners also point out that if the firm gets the contract, 90% of its turnover will be controlled by the state, and jobs and profits will depend entirely on Civil Service decisions.

Irene Cussler, Secretary of Rummidge NO2ID say: "We're not against smartcards if people can choose not to use them, but we don't want them as part of a compulsory Government surveillance system. Xcards should concentrate on exploiting the wide variety of voluntary uses for its technology, rather than making cattle-tags for human beings.

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.

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.

Dealing with the opposition

Some of the people who visit your stall will be supporters of ID Cards, either just ordinary shoppers who happen to pass by or local political activists who have come along to try and cause trouble. Don't let them.

Be polite, answer their questions, but don't waste time trying to convert them. In particular, don't spend time talking to convinced people that you could be spending explaining the issue to uninformed members of the public. It's fun to argue but you won't convert opponents and you are missing the opportunity to find some undecideds. Fans of ID Cards can often be very intense—they often, irrationally, think of us as friends of criminals—and will have a tendency to linger, try and encourage them to move on as quickly and politely as possible. Even if there is something that will convert an ID fan into one of our supporters, it's not going to happen in public. Give them some of our leaflets and let them mull it over in private.

If you get hold of any of *their* literature, please send copies to the London office. We will probably have seen them before—we have quite a library by now—but they might be new. It is important that we can keep up to date with what the Government and its commercial and political supporters are doing, so that we can prepare rebuttals of the claims in their leaflets and check any of the statements that they make.

Material

The main purpose of a stall is to distribute information to passers-by. Choosing what material to take with you and having enough of it are therefore of the utmost importance. Don't be too alarmed if you find that something you think is important you have only in very small quantities. Take what you have, and remember to get some more for next time.

You will normally want to have some or all of the following:

- a leaflet on the main issues—you can get these from the London office

- leaflets on particular local issues—you can make these yourself if you want

- a contact sheet so people can leave their names and emails or telephone numbers and become supporters of NO2ID

- membership forms

- information leaflets from other organisations

- badges

- stickers

- posters

- t-shirts

How many leaflets do you need? How many people will visit your stall?

At first, at least, you will have to estimate. A very rough average is that, in the course of a day, 100 or so people will visit your stall and many will want to take more information with them. You may, however, have one particular leaflet (e.g. a flyer for a meeting) that you take

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) 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-

lors are also normally fairly busy with their existing political commitments, so do not expect too much too soon. However, a few well-timed and reasonable requests for assistance ought to meet a good response.

Chairs and other officers of political parties

These people might also be local councillors, but there is another role to be played. If we are to win this battle, we need the support and involvement of constituency political parties. We will not create a network for leafleting and all the other aspects of election-fighting ourselves; rather, we will need to persuade political parties to do this for us. This support needs to be earned at constituency level. So we need the support and awareness of as many parties as we can get. Arrange to go and speak at a meeting of each party in your area. Outline the anti-ID card case to them, and what you are doing to put it forward. Leave them associating the NO2ID with the opposition to ID Cards case in the same way as they think of Friends of the Earth with the environment or Amnesty International with human rights. And inform the office of your success (or failure) in this field.

Other campaigning groups

In any town or city, there are many organisations like NO2ID, and many people already carrying out work along the lines of this handbook. The tragedy is that they are not doing it for us: the challenge is to get them to start doing so. Doing work for us can mean many different things: inviting us to speak at their meetings; discussing the impact of ID Cards on the things they are doing already; lending facilities or contacts. What matters is that the importance of ID Cards and the National Identity Register and similar database is repeated on as many occasions and in as many places as possible, again and again and again.

Social, business and educational groups

You might also contact local trade unions, business groups, Chambers of Commerce, the WI, and other associations. These might also be interested in your anti-ID views, and be keen to have information about the nature of the Government's plans.

5.6 Presenting your case: Speaking to groups

A lot of people find public speaking daunting at first, but anyone can do it. It doesn't take any special talent, and with practice it becomes much easier. Try to speak naturally and clearly to your audience and look at them as individuals, as if they were a (rather large) group of friends.

Everyone has to find their own way, in terms of content, style and delivery. But try always to be clear. If what you say is not understood, then you cannot persuade others.

Before speaking

Thorough preparation will give you confidence. Think ahead, and practise. Think about the following:

Audience—who are they? What will interest them? How much do they already know?

Format—is it an address, a formal debate, a panel discussion or an informal speech?

Aims—why are you speaking to them?

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.

What to say

Guides on a range of different issues are available from the London office and the website, setting out the broad views of NO2ID, together with facts, figures and the relevant details. Updates are produced periodically and circulated in Newsletter.

Remember also to take NO2ID leaflets and other information with you when you go to speak at meetings. If your topic is one that can be illustrated with pictures or other visual aids, they will give your speech more impact.

What to do when you have a problem

Everyone will be asked difficult questions or dry up from time to time; if you are asked a question you cannot answer, use the old politicians' trick of answering a different question! You might want to have an interesting fact saved up just in case. Contact Guy Herbert (general.secretary@no2id.net) in the London office if you have any questions arising out the meetings you attend, so that you are prepared next time.

Evaluation

After each speech, meeting or public appearance, don't forget to ask yourself how it went. Better still, ask other people. You can never see yourself exactly as others see you.

5.7 Recruiting new activists

You will find that your campaigning work continues to recruit new people, as a natural result of doing things. People may respond to your letters to the press, or join up through street stalls, leafleting or meetings. Some will be people who contact the national campaign and ask to be passed on, or (if you are well-enough established to have an email on the national website, e.g. rummidge@no2id.net) will email you directly, having found NO2ID on the web.

If someone is willing to help, get them to do something: signing some letters, or distributing some information. Once they have already done something for you, even if something small, you'll find it easier to ask again and they'll find it easier to accept.

Some of them will have other political commitments, with NO2ID being just part of what they do; for others it will be their main, or only, campaigning activity.

Your group will be growing and it will become necessary to start to specialise. It will be neither possible nor desirable for everybody to be involved in everything. Try and allocate responsibilities to people in a way that uses their talents and available time best. This is not always easy: some members of your group may not recognise what their own skills are. You needn't let this division of responsibilities become too formal, though. Flexibility remains the key to success. Your Regional Organiser will be able to help you with this.

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

arrange set

arrange photo

choose interviewee

write Question & Answer brief—think through what the journalists might want to ask about: quite possibly things unrelated to the project you are launching

call a few days before to make sure that the media haven't forgotten—it helps if you have something new to tell them each time you call, such as an update on who will be attending

make follow-up calls to make sure that journalists have all the information they need and answer any questions they may have.

Evaluation

Keep a file of all your press cuttings and a note of all your radio and TV appearances tape them if you can. This isn't vanity; it's because keeping a record is important. It will enable you to compare the different approaches you have made and will help you work out what the best techniques are. Send copies to the London office, so that other groups can benefit from your experience.

Don't worry if occasionally your press releases get ignored and your stories go unreported. Even the best press teams have off days, and you may simply clash with another, more pressing story. At first, this will be a depressingly regular occurrence—the trick is not to let it depress you. As time goes on, as you get more familiar with the needs of the local media and as the local media gets more familiar with you, your successes should be more reliable.

Andy Robson (campaigns@no2id.net) in the London office can provide advice and help with your media problems. If a good relationship with a local news editor suddenly goes sour, you might want to ring him/her and ask why. A polite enquiry may well elicit a polite response. If they have already told you that they don't want something, don't insult them by ignoring their advice. Never forget that the newspaper only exists because people like you are busy doing things for them to report. They want to report your activities, as long as they can do so in the way that suits them. If they can't do this in the way they choose, they simply won't report them.

6.2 Public meetings

The public meetings used to be the centre of a political campaign. It used to be one of the main campaigning methods, and is still a good way to launch a campaign or create news. Though in the age of TV and radio, public meetings are not the force they once were, they still allow ordinary citizens to hear the arguments from the experts and provide a focus for gathering support.

However, if you have only a small group, running a public meeting may be too demanding to begin with. It is better to build up your list of supporters through less spectacular campaigning, before going in for such an elaborate set-piece.

Once you do have enough people, though, a public meeting is an essential. With the right preparation, it will enable you suddenly to reach many more people in the political circles in your area: precisely your target group. It can also be a useful vehicle for obtaining media

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 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!)

Who to invite

Send letters to NO2ID members in the area, others you think might be interested, chambers of commerce, district and parish councils and councillors, libraries, colleges and secondary schools. A personal letter, signed if possible by someone the invitee knows, is much more likely to be successful than something that is obviously a general mailshot. Use general mailshots *only* if you don't have any more detailed information or contacts.

Network

This is a very important aspect of getting a good turnout. Friendly political parties locally should be included. They have ready established networks and ways of getting the word out to their supporters. Likewise faith groups, the local churches, mosques, and temples. Get a friendly preacher to announce the meeting in his address or in his newsletter. Don't forget the other groups you may have addressed or worked with. (See 5.5)

Publicity

This is also crucial. There is not a moment to lose on publicity. Don't rely on filling your meeting with people you have invited personally. There are bound to be people you haven't thought of. So publicise as soon as you have a firm booking for the venue. You need to advertise your meeting broadly. Include the following:

- press releases

- references in letters in the correspondence columns of the local papers

- free advertisements in "What's On" sections of the local press

- paid advertisements in the main local and adverts in shop windows

- notices in the local libraries

- let the NO2ID website and newsletter team know what's going on. We can advertise the meeting to people who know about NO2ID but may not have found out about their local group yet.

- leaflets. A well designed leaflet is very helpful indeed. It is a physical reminder for people, with the details printed on it, so they don't need to remember or write anything down.

The London office has a standard template for creating posters and leaflets to advertise events. Contact Guy Taylor (local.groups@no2id.net) for more help.

Debates

A good way of getting publicity for your campaign is to stage a debate with local supporters of the scheme (if you can find any willing to debate). There are a lot of people who are aware that ID Cards are an issue but who don't know what the arguments are. A meeting where both sides will be presented might attract them to come along.

A debate like this must be well-prepared:

- have a good speaker against ID Cards

- publicise the debate well in advance

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

make sure your helpers circulate, to ensure that everyone feels welcome—you are the hosts at a party

thank everyone who has helped and deserves to be thanked

encourage people to join NO2ID and to get involved in the next activity. So have a clear idea what you want to do next.

Be prepared to talk to people who linger at the end, and maybe take them to the pub. They are your potential new activists.

Post publicity

Even if you didn't get the press to attend the meeting, make sure you tell the world that people locally oppose ID Cards and X of them were motivated enough to turn out for a public meeting. Mention your speaker's names in any report. (Make sure you can spell them!) Local press likes to print names, and the speakers will feel flattered and be more willing to help in future.

Evaluation

Review the press coverage you get of each public event. Count the number of people who attended and how many of them joined. Make sure you follow up quickly those who might get more involved in the campaign.

6.3 Protests

Organising a protest

One way of highlighting the issue of ID Cards on an appropriate occasion is to take to the streets. It's not straightforward to organise. And, as ever, you should be clear what you are trying to achieve. Is it a photo-opportunity for the press? (In which case it needs to be visually interesting.) Or is there a particular event that you are trying to draw attention to? Here are some tips.

If there is a big national focus for tens of thousands of supporters we hope to organise a big (ish) protest in London. Local protests are difficult to get large enough to impress, but can be a valuable tool nonetheless.

With the first two protests NO2ID held, we concentrated on providing a good visual image for the press to take up and carry—and it worked:

Exaggerated ID Cards for Tony Blair and David Blunkett were burnt them outside a conference at which Blunkett was speaking.

For the Queen's Speech we had a rubber stamp made for someone in a Blair mask to "brand" other protesters on the arm with a barcode.

Both stunts made great press photos. Local papers love this kind of thing. Imaginative protests can dramatise what are otherwise abstract issues.

There are specific things you may want to make a point at: A visit by a government minister, the fact that your local MP is not listening to you, a local firm is participating in the ID Card

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.

Where to get them from

The London office will provide some leaflets, both on the general topic and also on specific issues. You will be able to give these out on stalls, or distribute them door to door, or pass them on to contacts in other organisations. We also have a generalised template for leaflets publicising local meetings and events—contact Guy Taylor (local.groups@no2id.net) for further details. Show your draft to a teenager.

There may come a time, though, when you may want to write and print your own material. Experiment, and when you have something that works, then use it in hundreds. Photocopy shops might offer discounts on large runs—ask for one. Shop around. You may well find a local printer who is sympathetic to our cause and will give you good deals and lots of advice.

Writing your own

To write a good leaflet, you need a clear idea of what you want to say. No amount of graphical skill will ever compensate for a clouded or confused message. Go for a short text, which relates directly to the people who are going to read it. Be very clear about what you want to convey. Keep this message extremely simple. If you want to produce a lengthy and complicated discourse on the philosophy and technology of identity, find a publisher and write a book. Don't bother trying to produce it in the form of a leaflet. It is estimated that a leaflet goes from someone's hand to the bin in only a few seconds. Therefore try to make sure (a) that the leaflet is striking enough and interesting enough that it's not immediately thrown in the bin and (b) that even if it is thrown in the bin within the few seconds, the "reader" can't help but pick up the gist of your message. Use big and catchy headlines.

For the layout, use short words. It makes it much easier to read. If you are not convinced, have a look at the covers of the biggest selling magazines and newspapers. There's a good example of what works. What gets attention. What gets information across. Don't be afraid to leave space on your leaflet and resist the temptation to squash more text on to a leaflet just because you can. Photographs and cartoons can help to make a leaflet look more interesting and professional. Be warned, however, they are hard to get hold of and can be very expensive. If you're going to take your own photographs, it's preferable to use black and white film and be prepared to take lots of photos. However bad a photographer you are, at least one photo per reel of film will come out well.

Deciding how many leaflets to produce is always difficult. In our experience, however, it is fairly rare for leaflets to be reprinted and fairly common for boxes of leaflets to be thrown away. There are garages and spare rooms all over the country filled with political leaflets and pamphlets that were printed but never used. If you run out and need to reprint, this does give you the chance to update and improve your leaflet. You should base the print run, not on how good the leaflet is or how many you would like to hand out, but on how many you actually will be able to distribute.

Don't forget to include an address where people can contact you if they want more information. It's an obvious point, really, but one which is remarkably easy to overlook.

There's also a legal requirement dating back hundreds of years that you must state who printed and published the leaflet. It's common practice to state this in small type at the bottom of the last page (eg. Printed by Bloggs Publishing, 222 Acacia Avenue, Timbuctoo. Published by Bognor NO2ID, 1001 Pennsylvania Avenue, Bognor Regis)

Finally, remember that most people read *The Sun*, *The Mirror* and *The Daily Mail* not *The Guardian*, *The Independent* or *The Daily Telegraph*. It's important that your leaflet is accessible to the people who are going to receive it.

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.

7. Winning the campaign

In the end, this is how we will be successful: We have to find new people, and bring them into the fold. Each person has to be made welcome, and enabled to find a role. Different people have different skills: The NO2ID campaign will need all of them.

If we can achieve this, we will surely succeed. Ours is the campaign that has the interests of Britain, and all of its people, at heart. We are seeking to stop a bureaucratic and potentially oppressive scheme, and to immunise the country against the ID Cards coming back in the future. As long as we remember that this is a simple message of freedom that can have meaning for everybody, then we can win.