

**HOW TO:
ORGANIZE AND
WIN!**



1. Build your Group

All good campaigns start with a good team. Start recruiting!

Get together with your friends, hold an event to recruit interested students, and remember to think outside the box about who to invite: a diversity of experiences and opinions makes a group stronger. Holding a social event early on is a really great way to build trust and get to know each other. This can be done digitally too! From Netflix watch parties to Zoom Quizzes, there are many activities you can organise.

Get in touch through our online form if you run out of ideas and you want to explore more with us!

2. Plan the Campaign

The campaign you run will depend on your institution - they're all different...

One of the most important things for a successful campaign is keeping up momentum and trying not to do everything at once. Sit down with a calendar and figure out how you can keep up excitement over the coming months. Remember, good campaigns are like good stories; the more interesting your narrative, the more likely people will want to follow along and take part. One of the first things you'll realise is that you want to know what links your institution has to the fossil fuel industry.

Luckily we've got our Fossil Free Scorecards to help you out with all the information you need!

3. Build Support

It's time to raise awareness on campus and build the support for your campaign: write an open letter to your Vice-Chancellor, get creative, use the media.

Campaigns often falter because they turn into backroom negotiations with an investment committee, rather than a public-facing effort that galvanises campus and community support. As you plan out your campaign, make sure to identify ways that you and your group can stay visible, to raise awareness and build campus support among students and staff.

An effective way of building your campaign, attracting new students and putting pressure on your institution is through a petition, which you can create using our online petition tool. You'll have full control over the wording and design of your petition. The petition tool also allows you to share it easily on social media and build your contacts list - you can email the people who've signed to keep them updated about your campaign progress and events.

Click the Start a Campaign button to on our online petition tool to get started - and if you want us to create you a Fossil Free graphic then get in touch!

4. Practise solidarity

It's likely that you won't be the only group on campus fighting for justice, and it's vital that you practise solidarity with other struggles.

Solidarity demands action. Show up at other groups' events and actions, without expecting anything in return. Take stock of your privilege(s), and offer them to other campaigns. If you can, offer your skills, time and body – but make sure you also take care of yourself, and don't get overworked!

5. Negotiate and escalate

To win, you will need to convince the decision-makers at your institution.

Throughout the campaign, as well as your crucial awareness raising activities on campus, you will also need to engage in 'inside track' campaigning. This means engaging with the institution's administration in a respectful and professional way, building and making a serious case for why they should divest or drop a particular sponsor.

At the same time, be ready for any outcome: they might be reticent and not act on your demands! To put pressure on them, you'll need to escalate your campaign.

This could be through actions like phone jams, or protests and creative actions on campus. Check out our Fossil Free and/or Digital Organising guides for more ideas, or request a workshop by getting in touch!

6. Escalate or WIN!

When your institution is about to make a decision on your Fossil Free campaign, you need to be ready for any outcome. That means being prepared with press releases, but also having plans in place for celebration or escalation actions.

If the decision is positive, get in touch with us. We'll help you to share your story widely, on social media, on blogs, and with the press. It's also vital to celebrate the victory with your campaign group, so hold a celebratory event - online or in-person - and invite all those that have been involved in the campaign throughout the years, if you have their contacts!

7. Follow through

You will need to make sure your university delivers on what it has promised.

Often, management uses the high turnover of student campaigners to backtrack on previous commitments. Make sure this doesn't happen to your campaign by organising a successful handover and passing all essential information to those that will campaign after you!

Be prepared to take action if you realise that your university is not moving along as it promised. Check out our Accountability Guide for more info on this!