



we walk we cycle we vote

#walkcyclevote

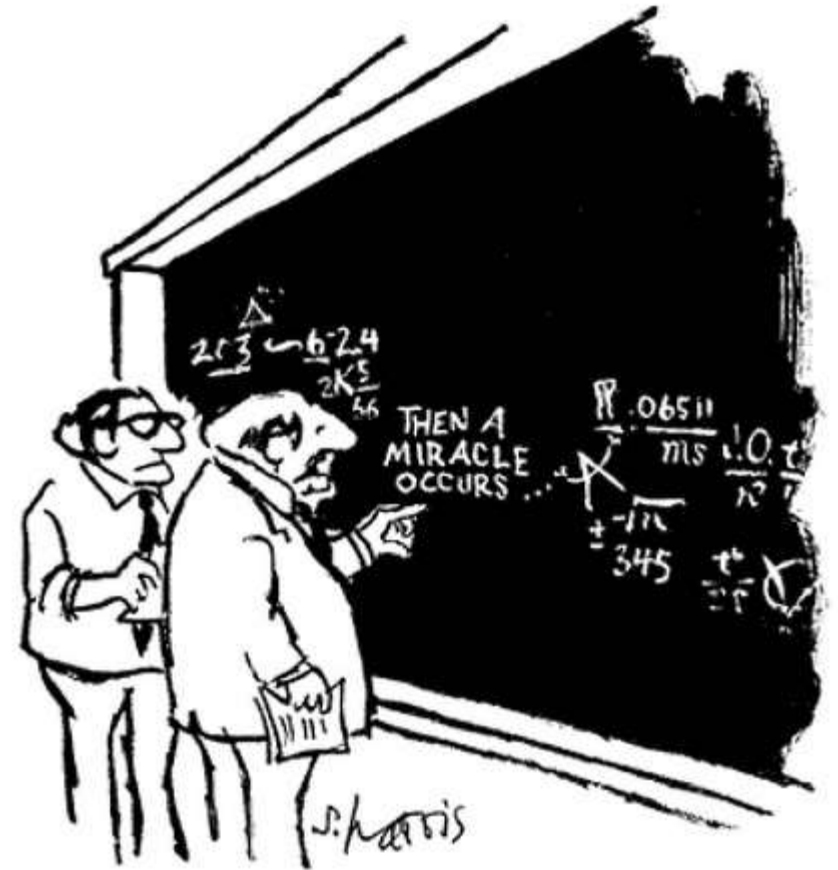
Kilmarnock 8 September 2018  
#walkcyclevote @walkcyclevote



# Theory of change (in an absolute nutshell)

## Effective campaigning works backwards:

- start with your desired goal (a change of some sort)
- understand what are the outcomes (of your campaign) that will bring that about
- Design activities (a campaign) to achieve those outcomes



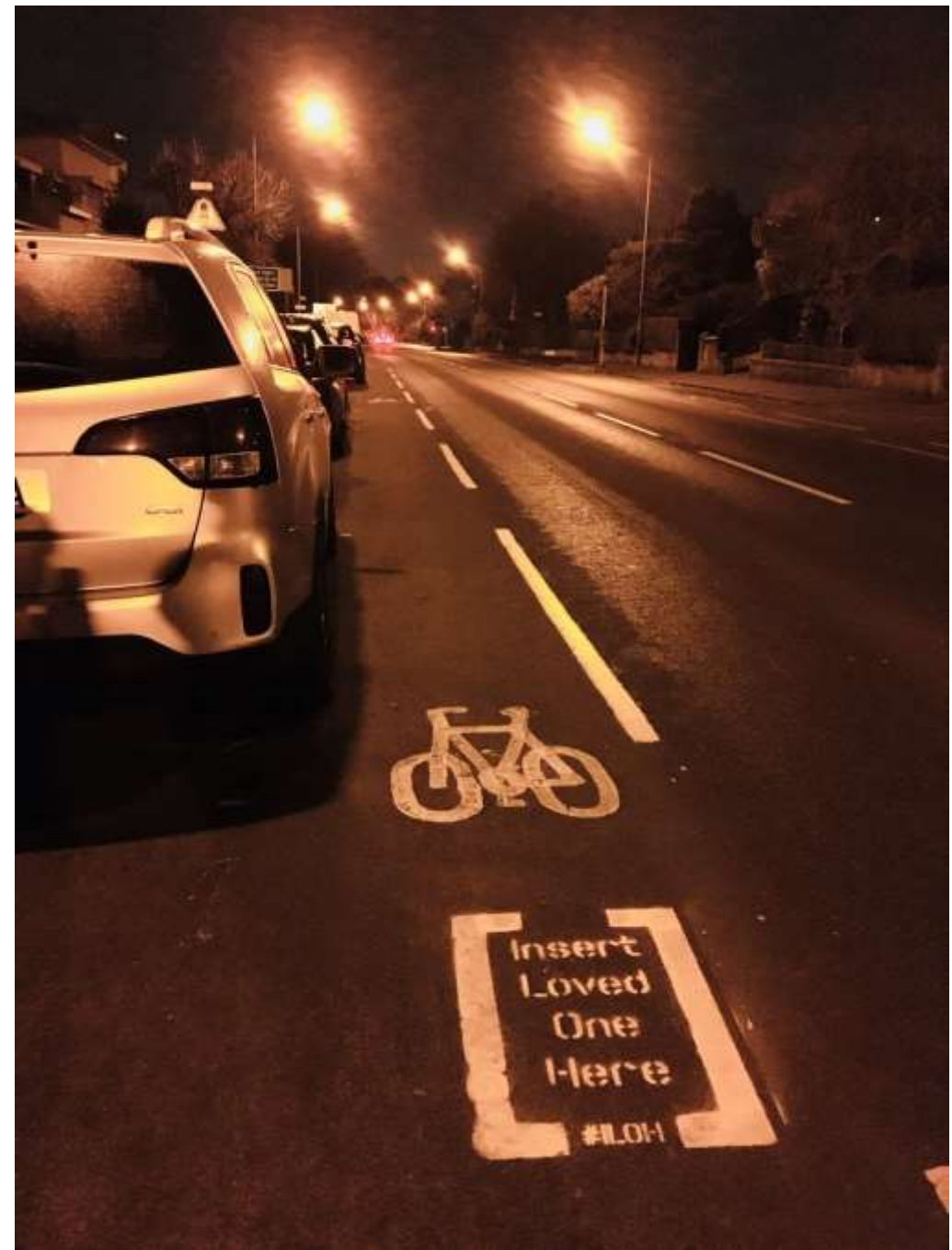
"I think you should be more explicit here in step two."



# Two key outcomes:

**Embarrass the powers that be**

**Change hearts and minds**





# Creative campaigning

**Doing a lot  
with very little**  
...





# Creative campaigning

**Get out of the social media bubble and into the real world**





# Creative campaigning

## Change the narrative

### Surprise breakfast for bike lane builders

Published: 15 October 2016 Category: [Cycle Enfield \(Mini-Holland\)](#)

Actions

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Roadworks aren't usually popular with residents. So workers in Ridge Avenue, Winchmore Hill, had a surprise on Friday morning when local parents came to say "Thank you for the bike lanes", bringing with them a cooked breakfast.

Palmers Green residents Clare Rogers, Claire Brady and Maggie Westhead, who all have children at schools in the borough, brought bacon rolls, pastries, tea, coffee and fruit juice for the workers' 10am tea break. They also displayed a homemade "Thank You" banner, created by their children. "We are very excited about the difference the Cycle Enfield scheme will make to our kids. We wanted to show our support," said Clare Rogers, who has two daughters aged 13 and 9.

"We really appreciate this," said Florin Cheregi, one of the Binbury Jacobs





# Creative campaigning

**Be eyecatching**





# Creative campaigning

**Appeal to the emotions**







# Creative campaigning

**Change the  
way we see  
the world**





# Creative campaigning

**Have fun! (and don't forget the cake)**





## Keep in touch!

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