

BUILDING THE MOVEMENT

Heading into the summer, people are going to be increasingly looking to us for leadership, coming to us and asking, 'what can I do?'. As a coalition, our main answer to that question should be to send them in the direction of our member organisations, hooking them up with all the fantastic opportunities that are out there.

However, as time goes on, we're also going to need more and more help developing the coalition itself, making it into something that is genuinely grass-roots and which reaches across the country.

Remember! We're building a movement here, not just another crusty, rigid organisation. Organisations have walls, movements don't. A movement means that anyone is part of it, just by feeling part of it. There are no membership cards or handshakes, there's no 'in' or 'out'.

So how does this work in the real world?

Although it's not practical for everyone we come across to be given a formal role, that doesn't change the fact that there are a lot of areas where people can play a role informally and play an important part in building the UKYCC's membership, funds and voice.

The Communications Team would like to make that process a lot easier by creating three 'roles' that current and future supporters will be able to opt-into at <http://act.ukycc.org/> . By opting-in, supporters will receive a special monthly email (in addition to the main newsletter) with tips, ideas and information about how they can use their skills to help build the movement.



BUILDER

RAISING FUNDS FOR A STRONGER YOUTH CLIMATE MOVEMENT

Builders are people interested in helping to raise money for us. Whether it be organising film nights, cake sales at their schools, gigs in their local community halls or simply doing sponsored fun runs, these supporters will be consistently keeping up the attention of the UKYCC and its supporter's activities as well as raising money for the UKYCC coffers in the process. They're called 'builders' because that is exactly what they are – builders of the movement. We'll provide them with fundraising tips and ideas, as well as customisable online contribution pages where they can set personal fundraising targets and track their progress.



COMMUNICATOR

CHANGING THE WAY WE THINK AND TALK ABOUT THE CLIMATE CHALLENGE

Communicators are our media advocates. They are the kind of people who are interested in the way that the message is communicated and debated. Activities that these supporters are likely to be doing could range from regularly writing to their local MP and/or newspapers editor to designing posters or banners for campaigns, marches and publicity materials. These are the people who will help us develop, refine, reframe and spread the vision for a low-carb future.



NETWORKER

CONNECTING PEOPLE AND GROUPS ACROSS BRITAIN FOR A CLEAN ENERGY FUTURE

Networkers are people who help us build the coalition in local communities. They are 'super Guppi's' spread across the country who spread the word to local youth organisations and get them to join the coalition. Some might even be willing to be trained to deliver workshops at schools and local community groups.

NOTES/FAQS

- No one role is better than another; our supporters just perform different tasks that suit their ability and interests
- Prospective supporters could sign up to the UKYCC for our newsletter can declare on signing up which category they think best suits them
- The level of involvement is also going to differ from person to person but our database has the capacity to measure levels of support (e.g. Money donated via a specific user's contribution page)
- When tailoring material sent out to our supporters (eg. the newsletter) it is helpful to breakdown the different types of supporters we have



BUILDER

RAISING FUNDS FOR A STRONGER YOUTH
CLIMATE MOVEMENT

What we want from them

- To solicit individual donations via their own personal contribution pages on act.ukycc.org
- To organise local fundraising events/activities with funds going to UKYCC
- To raise awareness of UKYCC at fundraising events

What they get in return

- 1 Specialised fundraising email per month with:
 - Tips
 - Ideas
 - News from other fundraisers
- Customizable personal fundraising page at act.ukycc.org
- Access to a specific contact on coordinating team for advice/help/ideas
- Invitation to special training events/workshops for the highest-earning fundraisers.
- Arcade game style leader board on act.ukycc.org
- Meet-ups/thank-yous and special events for most successful.



COMMUNICATOR

CHANGING THE WAY WE THINK AND TALK ABOUT
THE CLIMATE CHALLENGE

What we want from them

- Rapid-response to climate-change news stories/developments via letters to editor, press releases, blog commenting
- To learn and help develop new ideas for communicating climate change via OnMessage blog
- Blog on the web site
- Lobbying work with MPs, local businesses

What they get in return

- 1 specialised email per month
- Mentoring from UKYCC Comms Team
- Most successful communicators asked to work as spokespeople on UKYCC's behalf
- Opportunities for training/support for most committed
- Ongoing support/resources via OnMessage blog



NETWORKER

CONNECTING PEOPLE AND GROUPS ACROSS
BRITAIN FOR A CLEAN ENERGY FUTURE

What we want from them

- Deliver workshops/talks for local community groups and organisations about climate change and, for the most experienced, the UKYCC
- Help with building our supporter database
- Proactively contact local community/faith groups, offer to organise workshops etc with a view to eventual membership of the coalition
- Act as a point of contact between local coalition members and UKYCC
- Most experienced eventually train more networkers in their areas.

What they get in return

- Facilitate central/horizontal communication via Guppi(?)
- Offer training on how to deliver climate change workshop to anyone who wants it
- Template presentations/materials
- Acknowledgement as local coordinator of UKYCC