

# RESOURCE GUIDE

## Campaigning

JOHN  
MUIR  
AWARD

*wild places:*  
DISCOVER  
EXPLORE  
CONSERVE  
SHARE



### What are campaigns?

Campaigning is about giving support to a cause and raising awareness of particular issues, such as the conservation of wild places. John Muir was a campaigner and you can follow in his footsteps, standing up for wild places near you. Campaigns are vital to speak up for the environment and keep issues in the spotlight.

You don't need to be an expert - you can join an existing campaign or start your own. Start small in your community, school, or write to your newspaper, local council or even your MP. You can get your voice heard in a number of ways – from talking to your friends and family, to starting a petition, giving talks, holding awareness days, joining a board or committee, writing your own publication or contributing to an existing one or simply asking people to think about their own actions and their impact on the environment.



2011-2020 has been declared the United Nations Decade on Biodiversity – a decade that celebrates the diversity of life on Earth, including every plant and animal. There are many ways you can get involved, learn about the rich tapestry of life and discover why it's important to help stand up for wildlife. Visit United Nations Decade for Biodiversity for more details: [www.cbd.int/2011-2020](http://www.cbd.int/2011-2020)

Resource Guides available: John Muir, Biodiversity, Wildlife Gardening, Sustainability, Surveys, National Parks, Outdoor Access, Outdoor Learning. Go to [www.johnmuirtrust.org/award-resource-guides](http://www.johnmuirtrust.org/award-resource-guides)

## Useful websites:

This is not an exhaustive list. It's a starting point with information and ideas that we and those we work with find useful.

**Write to them.com** [www.writetothem.com](http://www.writetothem.com)

Type in your postcode and find details of your local councillor and parliamentary representative.

**Local Authorities** [www.gov.uk/find-local-council](http://www.gov.uk/find-local-council)

Find your local council, explore their website and see if there is a section to 'Have your Say'.

**Informaction** [www.informaction.org](http://www.informaction.org)

Information on how to lobby, template letters and information about environmental issues.

**#iwill campaign** [www.iwill.org.uk](http://www.iwill.org.uk)

Join the campaign to promote youth social action. Opportunities for young people and organisations to get involved.

**Do Something** [www.dosomething.org](http://www.dosomething.org)

Using the power of *online* to get teens to do stuff *offline*. Information on topics and ways to take action.

**UNICEF** [www.unicef.org/righttoknow/index\\_mediacampaign.html](http://www.unicef.org/righttoknow/index_mediacampaign.html)

Useful information on how to plan a media campaign.

**Amnesty International** [www.amnesty.org.uk](http://www.amnesty.org.uk)

Information about how to lobby and write letters to members of Parliament.

**John Muir Trust** [www.johnmuirtrust.org/support-us/campaigns](http://www.johnmuirtrust.org/support-us/campaigns)

Check to see if you can support any of our recent campaigns to safeguard wild land.

**Friends of the Earth** [www.foe.co.uk](http://www.foe.co.uk)

Find current campaigns and information for media releases, lobbying and sharing with the general public.

**Greenpeace** [www.greenpeace.org.uk](http://www.greenpeace.org.uk)

Information on all current campaigns and how to get involved.

**WWF** [www.wwf.org.uk/get-involved/campaign-with-us](http://www.wwf.org.uk/get-involved/campaign-with-us)

Join a current campaign on a wide range of issues from saving threatened species to energy and toxic fuels.

**Stop Climate Chaos** [www.stopclimatechaos.org](http://www.stopclimatechaos.org)

Join the campaign for practical action to prevent global warming – with campaigns in [Scotland](#), [England](#) and [Wales](#).

**Marine Conservation Society** [www.mcsuk.org](http://www.mcsuk.org)

Join a current campaign to work towards improving the marine environment.

**RSPB** [www.rspb.org.uk](http://www.rspb.org.uk)

Join a current campaign to protect wild land, wildlife and birds.

**Keep Scotland Beautiful** [www.keepsotlandbeautiful.org](http://www.keepsotlandbeautiful.org), **Keep Wales Tidy** [www.keepwalestidy.cymru](http://www.keepwalestidy.cymru) and

**Keep Britain Tidy** [www.keepbritaintidy.org](http://www.keepbritaintidy.org)

Join a campaign on reducing litter – with photos, ideas, information and downloadable resources.

**Woodland Trust** [www.woodlandtrust.org.uk](http://www.woodlandtrust.org.uk)

Join the Tree Charter campaign to help protect the UK's trees and find out about campaigning in your local community.

**Greater London National Park City campaign** [www.nationalparkcity.london](http://www.nationalparkcity.london)

Join the campaign to make London the world's first National Park City.

**Scottish Natural Heritage Biodiversity Toolkit** [www.snh.org.uk/biodiversitycommstoolkit](http://www.snh.org.uk/biodiversitycommstoolkit)

An online resource to help organisations talk to the public and other audiences about biodiversity.