

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.

Useful websites

This is not an exhaustive list, just a starting point.

Tools and tips to get started with campaigning

[Write to them](#) - Find details for local and national politicians.

[Local Authorities](#) - Find your local council, explore their website and see how to 'have your say'.

[Information for Action](#) - Guidance on how to lobby, template letters and environmental issues campaigning.

[UNICEF Youth Advocacy Toolkit](#) - Step-by-step guidance to support young people to use their voice.

[Amnesty International](#) - Guidance on lobbying, rights-based petitions and political influence.

[Do Something](#) - Using the power of *online* to support teens to take action.

Get involved in climate, nature and environmental campaigns

[John Muir Trust](#) - Take action through our latest campaigns for changes that help protect wild places and repair damaged habitats.

[#iwill campaign](#) - Promoting youth social action, with opportunities for young people and organisations to get involved. Find out about the John Muir Trust's commitment through the [#iwill Power of Youth Charter](#).

[Friends of the Earth](#) - Campaigns relating to climate, nature, consumption and system change.

[Greenpeace](#) - Quick actions, petitions and information about current campaigns.

[WWF](#) - Join campaign on a wide range of issues from saving threatened species to energy and toxic fuels.

[The Climate Coalition](#) - Over 100 organisations dedicated to action against climate change, with sister campaigns [Stop Climate Chaos Scotland](#) and [Stop Climate Chaos Cymru](#)

[Marine Conservation Society](#) - Campaigns for cleaner, better protected oceans.

[RSPB](#) - Join a current campaign to protect wild land, wildlife and birds.

[Woodland Trust](#) - Speak up for trees, woods and forests.

Tackle litter pollution - find campaigns, surveys and downloadable resources at [Keep Scotland Beautiful](#), [Keep Wales Tidy](#) and [Keep Britain Tidy](#)