

Campaigning



What is campaigning?

Campaigning is about giving support to a cause and raising awareness of important issues, such as environmental conservation and the protection of wild places. Just like John Muir, a pioneering environmentalist, or modern-day figures such as Chris Packham and Greta Thunberg, anyone can be a campaigner by speaking up for nature.

You don't have to be an expert to get involved. Joining an existing campaign or starting one in your community can make a difference. Begin with small actions, like sharing information with friends and family, writing to local newspapers, or reaching out to representatives. There are many ways to campaign effectively, such as organising awareness events, giving talks, joining boards or committees, writing or contributing to publications, and starting petitions. Even simple actions, like encouraging people to consider their own environmental impact, can inspire change.

Useful websites

This is not an exhausted 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](#)