

Designing an Activation Campaign

Consider your messaging narrative and timeline for the coming Rebellion, think about how it links to the actions you are planning, the story you are telling. Who are you talking to, what information do you need them to know, what are you asking them to do?

Here we will look at how to design such a campaign and some of the tools available to carry it out.

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Campaign Design

Consider your messaging narrative and timeline for the coming Rebellion, think about how it links to the actions you are planning, the story you are telling.

Who are you talking to, what information do you need them to know, what are you asking them to do? (Book time off work for the rebellion! Right now!)

Think practically:

GET ... TO ... BY ...

(Eg. GET grandparents TO join drop a banner BY introducing them to XR Elders)

To maximise the effectiveness of your campaigns aim for consistency across your platforms Facebook, Twitter, Instagram, and beyond socials onto Email, Ringing and Events.

So consider the time between now and rebellion, how might you theme your days and weeks?

- Can you link it to your rebellion plans?
- Are there any government announcements or important dates you could use for your narrative?

*Example Week: GET Local Communities & Organisations TO the Heading for Extinction talk BY reaching out through the connections we have within our group.

- **Theme** - Our System is Killing us
- **Aspect** - Community Building
- **Big Ask** - Approach 5 Communities / Organizations and invite them to Heading for Extinction Talk
- **Small Ask** - Bring 5 friends to the Heading for Extinction Talk at the end of the week.
- **Information** - Ways to link your communities into the Rebellion*

We can then use this framing to create daily Social Media Posts on exactly how our system is killing us - start ringing campaigns inviting people to the talk at the end of the week and asking them to bring their friends and organisations. We can host discussion spaces on these issues through the week and reach out into the communities through our own contacts and on Social Media.

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Using Social Media

When using Social Media as a part of your campaign it is important to consider the platforms you are using and how this may alter your content. Check out the hashtags and links [Here](#).

If you find the idea of Social Media alarming check out our [Nervous Rebel's Guide to Social Media](#).

Here are some key tips to help:

TWITTER

- Check what's trending on twitter; see if anything relevant can be incorporated into the day's post to increase audience.
- @ people i.e. @UKGOV. Be direct.
- Keep it short & punchy.
- Use humour where appropriate.
- Twitter is more popular with businesses, organisations and notables - bear this in mind when writing posts.

FACEBOOK

- Keep it short and punchy, and use simple language.
- Grab the reader's attention in the first two lines.
- Use 10 words or fewer per sentence - break long sentences up.
- Don't overuse emojis; use them constructively, to accent the text. Too many emojis can be visually confusing.
- Feel free to use one of our [fancy banners](#) for your Events!

INSTAGRAM

- Try and get original content as much as possible.
- Aim for approx. 50 words and 5-10 hashtags.
- Tailor the tone & language to a younger audience.

There are also many ways rebels can **boost** posts on social media. Again more information can be found [here](#).

Engaging with posts (not just liking them), selecting "Going", sharing events, and commenting all boost the reach of posts. When running with a campaign you could get a group of rebels together to do some "Facebanking" by interacting with posts or going further and interacting with people

and communities on social media!

We touch on [Online Outreach](#) methods in the next section.

Email Campaigns

“ An email campaign is an excellent addition to any messaging campaign for your area!

It allows you to send timed emails over a period, target your emails to specific parts of your mailing list, delay follow-up emails and send emails in response to actions your rebels may have taken. It's easy, a great role for remote rebels.

Check out the [How to Guide](#) for creating email campaigns on Action Network.

And don't forget to ask rebels to take time off for the Rebellion!

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Rebel Ringing

Rebel Ringing enables us to call Rebels in our local area, check in with them and let them know about local actions/events/talks etc.

It is a really effective way to re-engage dormant Rebels, spread the word about upcoming actions/events and strengthen the movement... exactly what we need to do in the run up to Rebellion! This kind of 'high touch' outreach takes time though. So we recommend building teams of Rebel Ringers in each local area. Here's how:

[RebelRingers.png](#)

Get Cracking!

1. **Watch** [the promo video above](#) together with your LG and encourage them to sign up.
2. **Follow** the steps in [this starter pack](#). Or signpost them to our weekly webinar on **Thursdays at 7pm** [here](#).
3. **Request** a campaign for your event/area on p.19 of [the starter pack](#).
4. **Get Ringing!** You can Rebel Ring whenever you have a spare hour or two, or tackle a campaign as a group. The Rebel Ringers host a weekly drop-in on **Saturday mornings at 10am** for anyone to stop by and ring for some campaigns together.
5. **Check out** our [guide](#) on Regenerative Culture to help us build meaningful and caring relationships with our fellow Rebels

And if you want to be clever with your Rebel Ringing...

1. **Action Network and CallHub Tag use.**
Action Network has a concept of tags, a tag allows you to note information about your Rebels. So for example we could mark if a Rebel is First Aid trained or a Chef or has done your NVDA training... this means we can find these Rebels on Action Network easily, send them targetted emails etc. Action Network tags can be automagically synced with CallHub so Rebel Ringers can apply these tags during their calls - we just need to know what tags you would like to be able to apply when we got to make up your campaign. This video shows you how to apply a tag in CallHub
2. **Automation site for vouch and follow-up email.**
When a Rebel agrees to the Rebel Ringer Data Agreement an email will automatically be sent to their Local Group co-ord asking for a vouch and they go onto the Pending list. The Rebel's access into CallHub will be approved by the Rebel Ringer Guides once the email reply from the local group confirming that this Rebel is indeed a trusted and known Rebel is received.

Alternatively Regional and County co-ords can also vouch for Rebels directly by registering on the automation site and asking for Admin rights on the Telegram Group chat.

Once that is granted you navigate into "Approve Ringers" and click on the + beside your Rebel's name - add your reason for the approval, e.g. "long standing and known Surrey Rebel" and click the green approve button. The Rebel will then receive their CallHub activation email a min or two later.

Note that there is another page [Rebel Ringing](#) on the "02. Group Building" shelf.

Don't be Afraid to Ask!

“The good news for organizers who want to help build the political revolution is that people really are just waiting for you to ask them to do something big.” — **Becky Bond, Rules for Revolutionaries: How Big Organizing Can Change Everything**

Every event should have a clear next step. Every conversation should end with “and this is how you can help”. Every interaction you have needs a small way that people can meaningfully tackle the climate crisis. They should be able to do it immediately or within 3 days, or their enthusiasm will be lost.

Show them they can make history!

Tiny Asks (5-10 min asks)

- Share the Facebook event, select “going”, and invite all your friends!
- Contribute to the Rebellion Crowdfunder or Set up a Monthly Donation.
- Write a powerful 3 sentence summary of why you are a Rebel and post it with a photo that adds meaning to your words on your Instagram, Facebook or Twitter.
- Invite 5 friends to come along to the Heading for Extinction Talk!

Small Asks (10 - 30 min asks)

- If you can, book time off work NOW! Right now! And come to the Rebellion. Let your friends know you’ve done so on Social Media!
- Prepare a care package for a Rebel who will be on the street, come out and give it to them - include food, warm/soft things, water, tea, battery packs, etc.
- Host a Watch Party for the 15 min Heading for Extinction talk with your friends and start a discussion. Invite them to the 2020 Rebellion.
- Record a short video on what you are actively hoping to see in the future we build, and share it on Facebook, Instagram or TikTok with #WeWantToLive.

Medium Asks (Can be done for a day or a week)

- Record a short video clip each morning in the run-up to rebellion on what Rebelling against this system means for you and those around you. Share on your Social Media Platforms. Check Here for Hashtags!
- Make a banner and placards for the rebellion and share on social media (bonus points for hanging the banner in a visible spot locally!).
- Get some friends together and do one of the Outreach methods to engage with your community.

Large Asks (Longer term asks)

- Come join a Working group within your Local Group
- Become a Regional Organiser!
- Quit your job and give all your time to the rebellion!

These are just a handful of suggestions, bring your group together and get creative!

Digital Team

Do you have a project in mind which has a digital side to it? See the [Digital Team](#) page for advice on how to get assistance.