

Call the shots.

Take the arms companies out of government.

Why organise a Call the Shots Campaign Day?

Holding a Campaign Day is a great way to mobilise and empower local CAAT supporters in your area who may not otherwise get involved in local campaigning, as well as being an easy way to get lots of Call the Shots postcards, keys and petitions signed by members of the public. Not to mention raising the profile of your group and arms trade issues in your area. All you basically need is a stall, some Call the Shots petitions and postcards, and a few willing volunteers with clipboards...

How to organise a Call the Shots campaign day in your area

1. **Call or email Beccie in the CAAT office** (020 7281 0297 or beccie@caat.org.uk). CAAT can provide a sample publicity letter/email for inviting volunteers plus other resources and advice.
2. **Decide an appropriate date, time and location.** We suggest either a weekend or a week-day afternoon/evening (i.e. 4pm-8pm, so people who work during the day can join you after work). Going for drinks/food afterwards is always a good idea. Ideally the area should be pedestrianised with a constant flow of people (without being too crowded), and eating/drinking/toilet facilities nearby. Just make sure you are not blocking the pavement, i.e. that people can still pass you. And it is worth checking whether the area you have chosen is public or privately owned. If it is privately owned, you may need to obtain permission to be there. Contact your local council if in doubt.
3. **Write to all CAAT supporters in your area inviting them to come along** (Beccie can provide you with an up to date list of addresses and labels as well as a template letter for you to adapt).
4. **Contact the CAAT office** to tell Beccie your plans (so she can help publicise it), and order **resources from the CAAT office (see checklist below)**.
5. **Get hold of as many of the following items as possible...**

Checklist of things to take

- Fold away table and tablecloth (for a stall)
- Call the Shots postcards
- Call the Shots petitions
- Call the Shots briefings
- A few Call the Shots campaign packs
- Some general CAAT leaflets ('Counting the Cost')
- Some copies of the latest CAATnews
- Sign-up for more info sheets
- Clipboards (it's worth getting these ready beforehand, with a few postcards and petitions)
- A Call the Shots poster (if you don't have a board, this could be pinned/stuck to the tablecloth)
- Lots of pens
- Box for signed keys and postcards to be posted into

Other useful things to take:

- 'Useful facts and stats' sheets (CAAT can provide these to help with the tricky questions)
- Mobile phone (make sure the number is on all publicity for the day, in case people get lost)
- CAAT T-shirts
- Paper weights (in case it's a windy day!)
- Camera
- Snacks and water

You may also wish to take a white sheet (with the 'Lock the Revolving Door' slogan and a large key drawn on) for people, particularly children, to draw keys onto. Take some felt pens and a few big cut-out keys for them to draw round and ask them to sign inside their key. These sheets will be given in at the end of the campaign as a petition, along with the pop-out 'keys'.

On the day...

Keep your message clear and simple

This is in some ways a more complex campaign than previous CAAT campaigns. But please don't feel daunted by this! This is a vital campaign that strikes at the heart of the government's support for arms exports and is therefore well worth the extra effort. Moreover, the public on the whole seems to be sympathetic - they are already suspicious of big business and the government. The crucial thing is to get out there and engage with people about this issue. Don't worry if you feel you don't know the arguments – these campaign days are a great way to practice communicating the key, simple messages and will help you to familiarise yourselves with them.

The main message of the campaign is that arms companies have an incredible amount of influence over government decision-making, therefore government policies end up looking like arms company wish-lists. CAAT's campaign is calling for arms companies to be taken out of government.

However, when initially approaching passers-by, you will need to keep the message even simpler to get them to stop. Saying "Would you like to sign a petition to help stop the arms trade" is a good way in to telling them more about the campaign. Once they have signed the petition, people are usually happy to sign a postcard to their MP too, especially if you are willing to post it for them. If people do not know who their MP is, you can check this and fill it in for them later (by logging onto www.locata.co.uk/commons or calling 020 7219 4272) if they fill in their address and postcode.

Some other tips

- Get volunteers to write their names and emails down so you can contact them easily afterwards to thank them for coming and tell them about future campaign days or other meetings/events.
- Make sure everyone who joins you is well briefed when they arrive. You could designate someone as the 'briefer': their job will be to make sure that all volunteers are clear on what the plan and objectives are and that everyone has a clipboard, pen, petition and postcards. He or she *may* want to do a bit of reading up on the campaign beforehand (the campaign briefing in the Call the Shots pack is a good introduction) so they feel confident to explain the main message.
- Make sure at least one person stays at the stall – stalls always attract the attention of passers-by.
- Make sure people know they can take a rest/drink/eat whenever they need to.
- Take photos (digital if possible) of yourselves in action!

Afterwards...

- Write to thank those who came along to help out. If you have set a date for another campaign day, let them know that, or if you have other CAAT events/protests coming up use this opportunity (while they are still keen) to publicise them.
- Send/email any photos to Beccie in the CAAT office for the CAAT web site/CAATnews, etc, along with photocopied sign up sheets of people who want to receive more info about CAAT.

For more information on organising a campaign day in your area, contact Beccie on 020 7281 0297 or beccie@caat.org.uk or return the slip below.



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www.calltheshots.org

I would like to organise a Call the Shots campaign day in my area. Please send me more information.

NAME _____

ADDRESS _____ POSTCODE _____

EMAIL _____ PHONE _____

Please return to: Beccie D'Cunha, CAAT, 11 Goodwin Street, London N4 3HQ