

# Winning hearts, minds and votes

**Nicola Sansom**

Hope for the Future

**Chris Jeffries**

Extinction Rebellion

**Pete and Cat**

Friends of the Earth



# **Hope for the Future**

## **Nicola Sansom**



Hope for the Future is a climate and nature focused democratic engagement charity with a vision of UK communities and politicians working together to secure a healthy planet for all.



[www.hftf.org.uk](http://www.hftf.org.uk)

# 3D Politicians

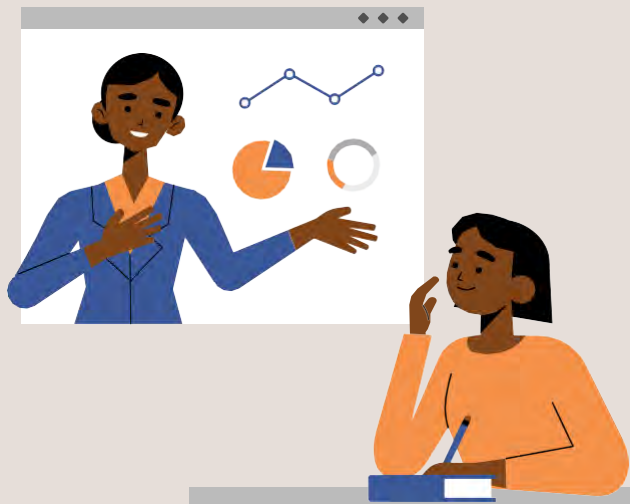


# What motivates your Poilitcian

Listening to a  
constituency  
mandate



Improved  
knowledge  
and  
understanding



Good publicity



Leaving a legacy  
of public service



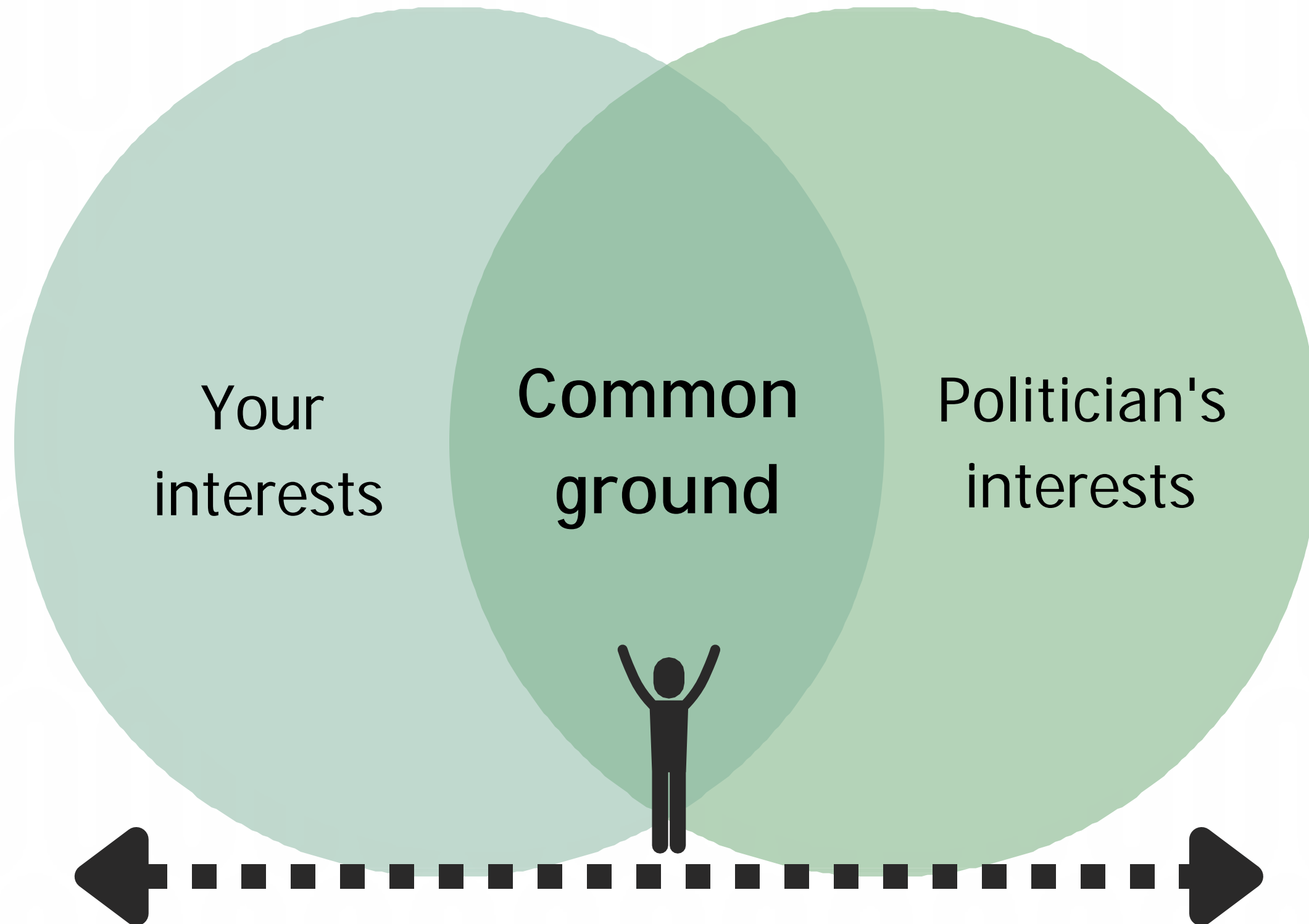
# Why does research matter?

- Politician's have **interests, passions and motivations**
- If you can understand their **background and views**, you can **tailor your approach**
- It will be **easier to get them on side**, and you can **pre-empt how they might react** to certain topics and approaches
- It is how you are able to find **common ground**

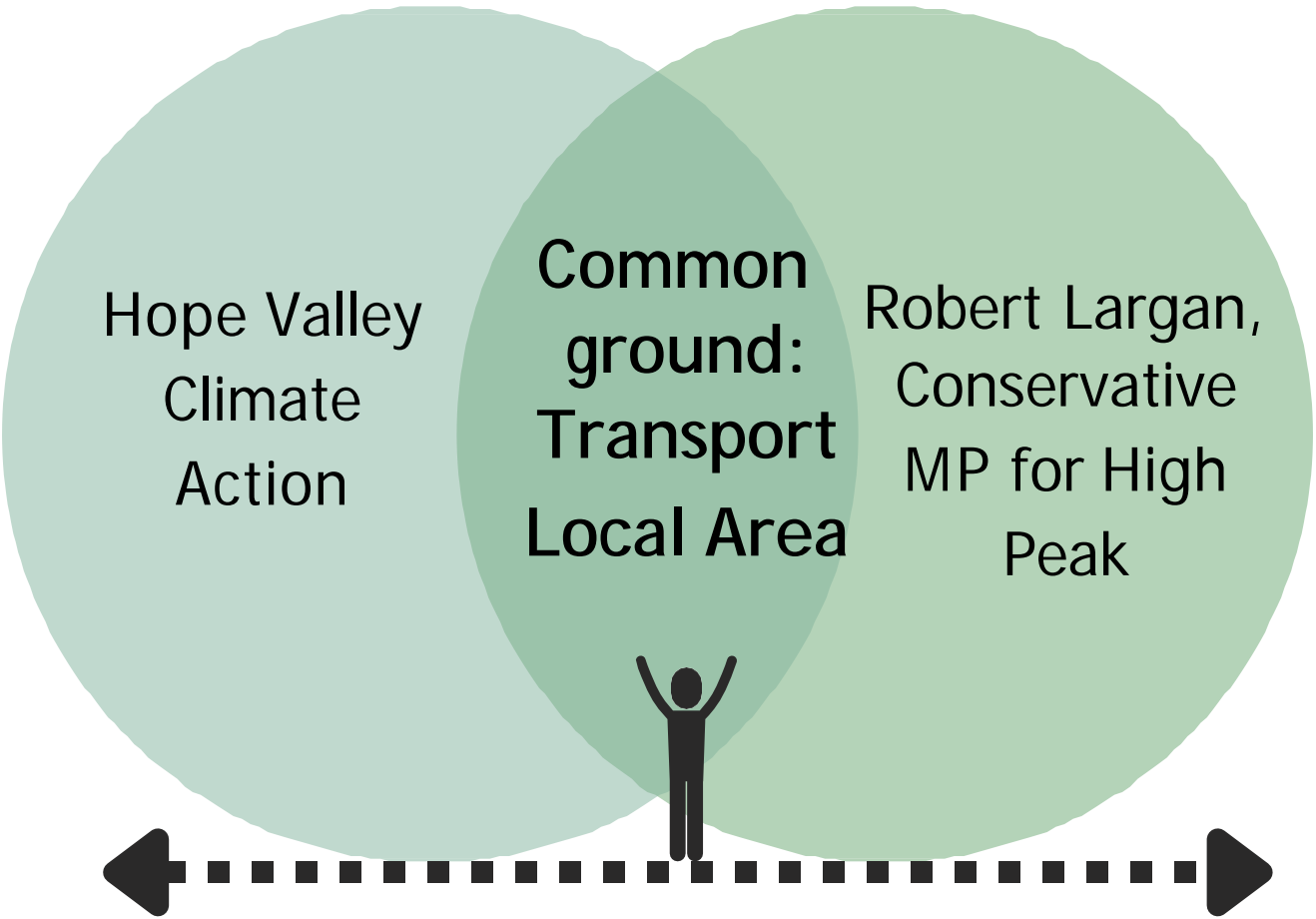
*Make it personalised and local, and you will not just have my real support, but that of many other MPs as well.*

Robert Halfon  
Former MP for Harlow

# Finding Common Ground



# Common Ground in Action: High Peak





# Common Ground in Action: Zero Hour

HFTF delivered bespoke training to Zero Hour's grassroots network, designed to equip attendees to explain HFTF's approach to other campaigners, and to encourage local politicians and election candidates to support the CAN Bill.



*“We instantly saw results as campaigners used their new knowledge and skills to directly engage candidates ... explicitly using the techniques they had learned in terms of researching candidates to find common ground. This coincided with an increase in the number of candidates signing up to support our campaign as a result of campaigner contact.”*

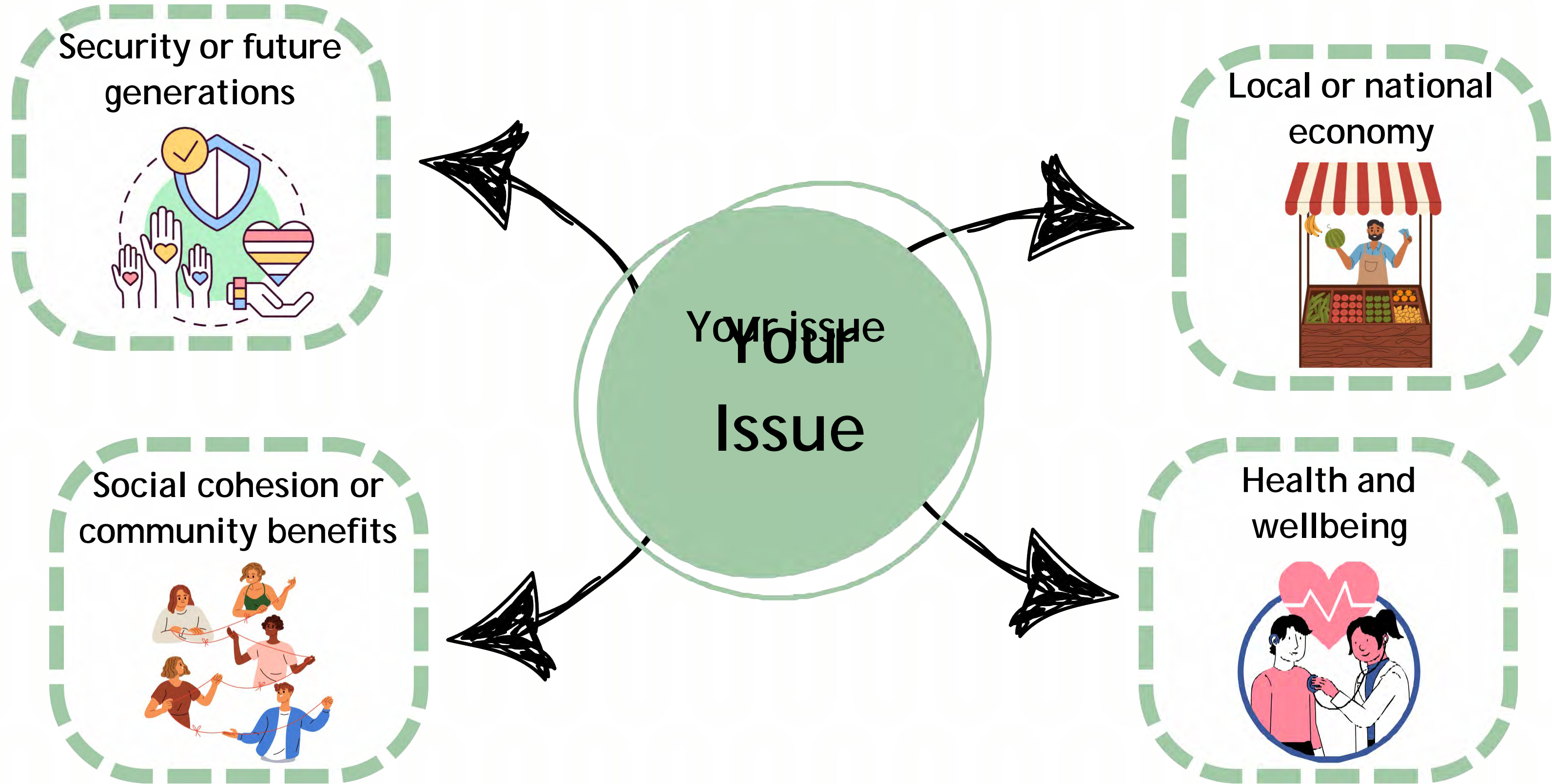
*Jamie Russel, Grassroots Manager at Zero Hour*

# Common Ground in Action: CAN

Roz Savage has now backed the bill, and according to Zero Hour, she “specifically mentioned just how many constituents she heard from calling for her to choose the CAN Bill so it really made a difference”



# Co-Benefits



# SMART Asks

Specific

S



Measureable

M



Achievable

A



Relevant

R



Timed

T



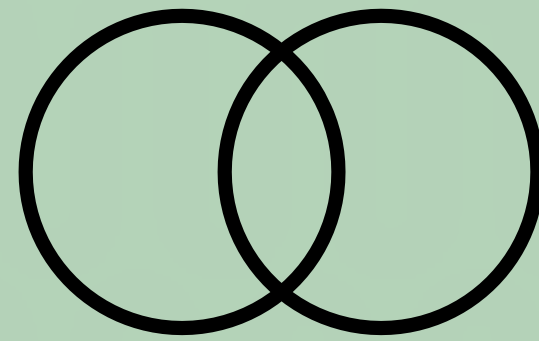
# Summary: Hope for the Future's recommendations on how to effectively engage with your Politician

## Research



Find out your MPs background, plans, political stance, interests and so on

## Common Ground



Use your research to find common ground, considering co-benefits and motivations

## SMART Asks



Based on your common ground and your relationship, develop tailored SMART asks

## Meet your politician



Meet with your politician, using a relational approach, your research and SMART asks

Get in  
touch



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**HOPE FOR  
THE FUTURE** 

# **Extinction Rebellion**

## Chris Jefferies

# Extinction Rebellion slides











# **Friends of the Earth**

## Pete and Cat

# Thank you

**Nicola Sansom**

Hope for the Future

**Chris Jeffries**

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