



# Different ways to campaign

There are lots of different ways to campaign, and these can vary depending on what you're campaigning on. Sometimes, a simple letter to the right person could solve your issue.

## Letters

It's not always easy to get a face-to-face meeting with the right people, but sending a letter is a good option. It can be the first step in building a relationship with decision-makers, helps get answers to important questions, and may even lead to a face-to-face meeting.

Try to be as brief as possible, put your key messages at the beginning, and be clear about what you're asking them to do.

For more tips on writing letters, see our letter writing guide or order a free copy of our campaigning toolkit here: [bhf.org.uk/campaigns](http://bhf.org.uk/campaigns)

## Petitions

These are a great way to demonstrate wider support, and spread the word about your campaign. If your target is a politician, there are few things more powerful than a list of thousands of signatures from potential voters. Think creatively about ways to maximise the number of signatures, maybe by attending a local event, or asking family and work colleagues to help collect signatures. If the petition is online, you could share it with friends on your social networks like Facebook, and get them to share it, helping raise even more awareness.

## The internet

Many politicians are very active on social networking sites like Twitter and most blog. You could comment on their blogs or even send them a tweet telling them what you're doing. You may want to set up a Facebook page or blog about your campaign; it can take just minutes to set up and can become a real hub for you to spread the word.

## Meetings

Attending meetings is a fantastic way of getting your voice heard. Whether it's a meeting with a politician about your issue, or a local health organisation meeting, your input and thoughts will always be valued, as a constituent and as a heart patient representative.

For more tips on arranging and attending meetings, see our *Making your voice heard at meetings* guide.

## Presenting an argument

If you're presenting your thoughts on an issue at a meeting, remember to have a clear understanding of what the issue is and have some recommendations and solutions prepared. Good questions to ask yourself when preparing an argument are:

### What's the issue?

- How do you know the problem exists?
- What are the views of healthcare professionals on the issue? (gather some opinions)
- What are the experiences and views of patients/carers? (gather some opinions)
- What evidence/information do you have? (existing documents or evidence you've gathered yourself)
- What needs to happen now?
- What would be the result if your suggestion was taken on board?

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### Was this guide helpful?

Get in touch with any feedback you have, positive or negative, so we can make these guides as useful as possible. Email [campaigns@bhf.org.uk](mailto:campaigns@bhf.org.uk)

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