

What is campaigning

To organise a series of activities
to try to achieve something

It is important to be clear about

1. What you want to achieve
2. What your message is
3. What action you need to take to achieve the desired change



Elements of a Successful Campaign

| | |
|-------------------------------|-------------------------|
| Collective Interest | Public Pressure |
| Evidence and Lived Experience | Speaking truth to Power |

Carers Movement

- Collective Interest ✓
- Evidence & Carers' Voice ✓
- Public Pressure ?
- Speaking Truth to Power ✓

Types of campaign

- Political Campaigning
- Election /Manifesto Campaigns
- Social Media
- Direct Action
- Press Campaigns

General Election
Manifesto 2024
**A manifesto for
unpaid carers
in Scotland**



National Carer
Organisations



Progress so far

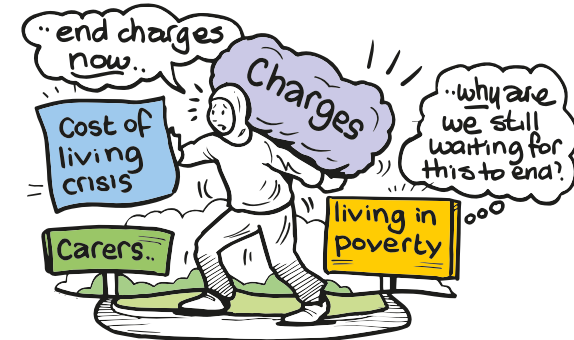
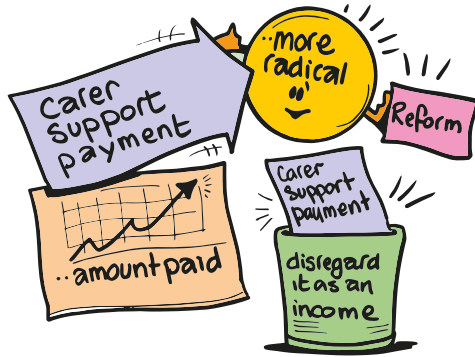
Carers Movement - Long History of Campaigning

Renewed Focus

- 25 Years of the Carers Movement
- Campaigning Group established
- Collaboration with Carers Groups, Carers Centres, National Carer Organisations



Carer Messages



Everyone can contribute

Collective Action - Small things can make a Huge Difference

- Being Active on Social Media
- Ask your candidate
- Attending demonstrations



General Election Campaign



General Election 2024 Human Rights Hustings

Area of Work: **Policy and Research**

Type: **Event**

Date: **25/06/2024 at 10:30am - 12:00pm**

Location: **Zoom**

**Ask your candidate
how their party
plans to support
unpaid carers
financially to get
them out of
poverty**



**Ask your candidate
what their party is
doing for working
carers and unpaid
carers who want to
return to the
workplace**

