

ORGANISE - MOTIVATE - PARTICIPATE



VOLUNTEER ACTION

THE SCOTLAND IN UNION WAY

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INTRODUCTION

FOR THE ACTION TAKERS

Everyone, from first-time action takers to veteran campaigners, can make their voices heard and achieve real results.

Over the years, Scotland in Union supporters, volunteers and staff have put theory into practice and learned a lot along the way.

This handbook contains a collection of helpful guidelines and best practice tips for effective action. No matter your level of experience or how much time you have, whether that's a few minutes or a few hours, we can help you play your part and take vital action.



GET INVOLVED

Ready to **connect**?

Being part of our online community is one of the best ways to stay in the loop with the latest news and campaign updates, as well as being a way for you to share your story.

Ready to **volunteer**?

There are so many ways to get involved – whether it's helping out at a street stall, leafleting your neighbourhood or simply sharing our message with friends and family.

Ready to **fundraise**?

Join other grassroots donors and fundraisers in raising money for our active campaigns. You can fundraise on your own or host an event and coordinate with friends.

Ready to **organise**?

There are lots of ways to get involved in the fight to keep Scotland in the UK, but the best way to take your activism to the next level is by hosting your own grassroots event.

CAMPAIGN ORGANISING

AT THE HEART OF OUR MOVEMENT

Organising has been at the heart of the most successful political campaigns in history.

Our organisers are the frontline of our campaign. They are responsible for communicating our message at a grassroots level as well as organising our volunteers and talking to people in communities across Scotland.

Our organisers take action by:

- Building personal relationships
- Recruiting and empowering supporters
- Actively campaigning to share our message

Our common aim is to establish a direct link between Scotland in Union and the voters in local communities.

It all starts with **organising**, **motivating** and **participating**.



**"Every moment is an
organising opportunity,
every person a potential
activist, every minute a
chance to change the
world"**

D O L O R E S H U E R T A

American union leader and civil rights activist



RECRUITING & EMPOWERING

The strength of any organisation is in its supporters. They give us our mandate, make our voice louder and help us carry out our work. Recruiting and empowering these supporters is vital for the growth of Scotland in Union.

The best way to engage with a potential supporter is with a one-to-one conversation. Asking members of the public to register with any campaign can be a BIG ask. It's important that we empower people with an authentic voice.

Here are some tips to get started:

- Host coffee mornings, 'pint and politics' events and quiz nights - they're all as important as street campaigning
- Always have a sign up sheet ready at any event you host and encourage all attendees to sign up
- Ask existing supporters to bring a friend to the next event and explore how they could help
- Make all events open to all and hold them in a high visibility area, where there will be heavy footfall
- Share your story to connect with a prospect and ask questions to find out more about their motivations

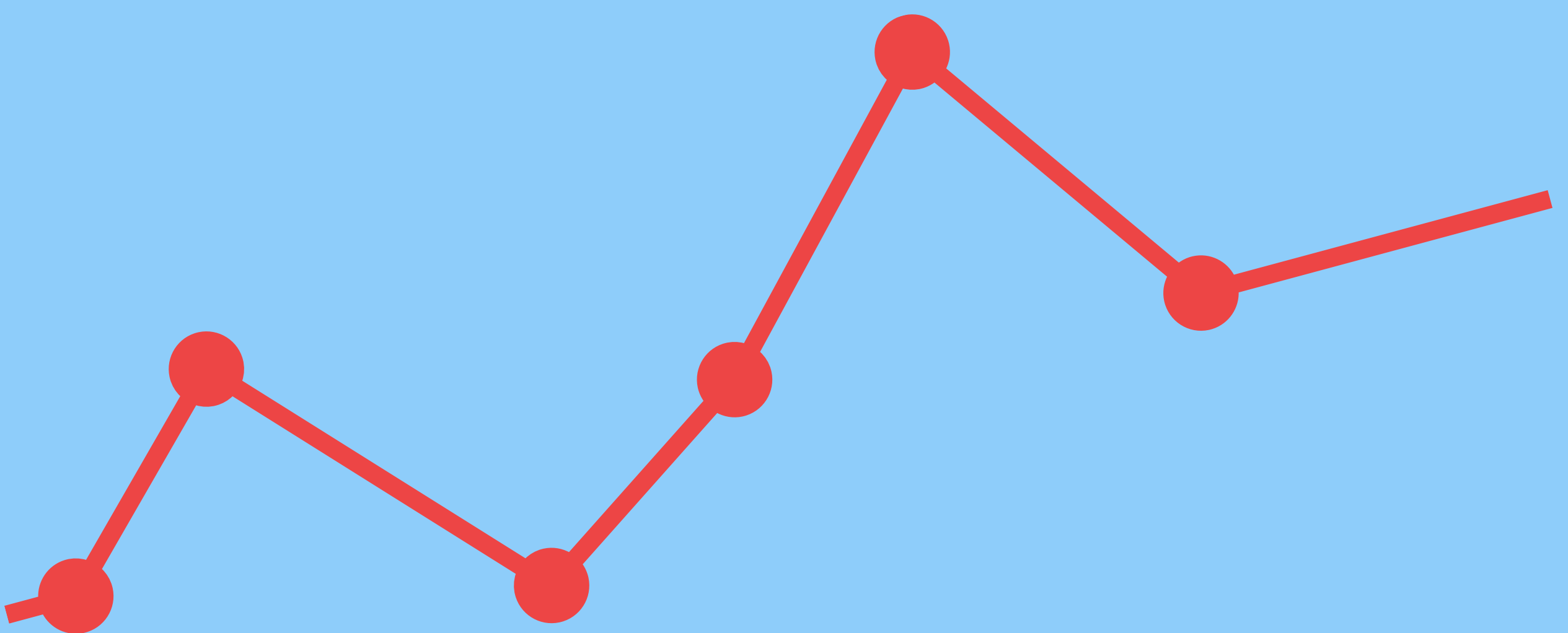
We really do believe that a volunteer equipped with their story, a clipboard and a pen in hand, is the most powerful tool we can have to recruit other supporters.



"A goal without
a plan
is just a wish"

ANTOINE
DE SAINT-EXUPÉRY

French writer and aviation pioneer



BUILDING RELATIONSHIPS

Building relationships with our supporters means they are more likely to become active and involved, it also can help us to identify different skill sets. We should also be identifying and building relationships with decision makers and local leaders in our communities.

It's really important for us that our supporters are able to express themselves and share their own positive stories about why they signed up - building personal relationships is key to developing their storytelling.

Here are some tips to get started:

- Organise one-to-one meetings with new supporters or potential volunteers
- Create different roles and responsibilities during campaign activities
- Keep in touch with any new volunteers and ensure they feel connected to others after events
- Make it fun and accessible for all to join in on the planned activities
- Use a buddy system for any first timers or those who need a little extra help on the campaign trail

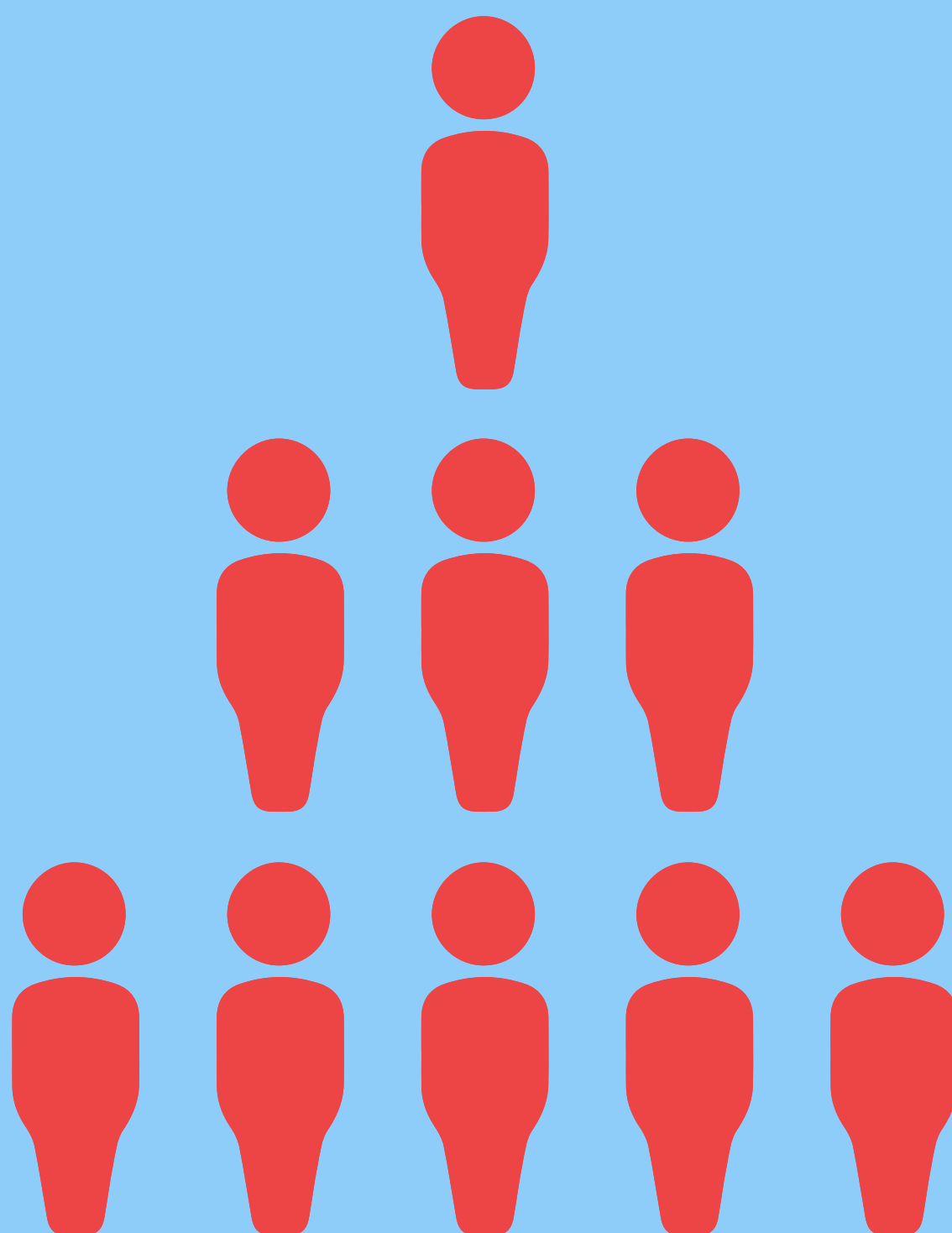
We must always remember that relationships are built on mutual interactions and that means it's not limited to interacting on a street stall but can be a social event or simple public meeting. It all counts!



**"Leaders don't
create followers...
they create
more leaders"**

T O M P E T E R S

Writer and business leader



ACTIVELY CAMPAIGNING

So we have our supporters on board and now have relationships with a group of potential campaigners, now its time to get campaigning!

Actively campaigning is all about making our presence felt in the areas where we are most needed. Our most popular methods of campaigning are leafleting, street stalls and community events. We equip teams with the most up-to-date merchandise and a relevant message for the activities, and we need a strong organiser to keep a team active and effective.

Here are some tips to get started:

- Make a monthly plan with all important details for activities to send to local supporters and volunteers
- Brief the volunteers on the planned activity and discuss the current messaging
- Map the activities and use a rotation system to share the workload and cover as much ground as possible
- Use the branded merchandise to create a real visual appeal during activities
- Social media is our greatest weapon; we need crucial snaps and selfies direct from the teams

Our campaign has lots of supporters already actively campaigning, from leafleting their street to signing up supporters at community groups. Just imagine how empowered they can be with the right support and focus behind them!



WHAT WE LOVE TO SEE

BRIEF ALL VOLUNTEERS

It's important that all our campaigners stick to the same message and understand any changes.

ALWAYS ASK FOR EMAIL INFO

Our primary way of communication is email and we need supporters to opt in for us to reach them.

HOLD EVENTS IN VISIBLE AND ACCESSIBLE LOCATIONS

During public activities plan to campaign in high visibility and footfall areas to get the right attention.

BE BRANDED

Wear Scotland in Union branded items, for example a tabbard or badge, to identify you as a volunteer.

ALWAYS SEEK PERMISSION

Local authorities need you to make contact before any planned street stall takes place.

TAKE A SNAPSHOT

It's important others know that we're active, the quickest way is to share snaps on social media.

KEEP AN OPEN ATTITUDE

Scotland in Union is a non-party, not-for-profit group and we are open to all who share our values.

STAY TOGETHER

Our volunteers' safety is very important and we know that working together in teams or pairs helps.

LEAVE THE PAPERWORK TO US

There's support to help our teams with any event applications or risk assessments so don't stress!

USE YOUR TIME WISELY

Our critics will naturally want to debate but our aim is to bring on board new supporters.

HAVE FUN!

We want everyone taking part to enjoy the experience and join in again!



MAKE A PLAN

Making a plan is a must for keeping everyone in the loop and identifying the strengths and weaknesses of the proposed activity.

Once we outline the main methods to achieve our goals, we still need to plan the details to get them done. The plan should set a realistic timeline, allocate responsibilities allocated and the resources needed.

Every good plan needs a good comms plan - our team can help with this.

Activity	<input type="checkbox"/> Pub Quiz – Social Night
Date & Time	Fri 6 Aug – 7PM
Location	Stags Head, Mill Road, Edinburgh EH14 98L
Responsibilities	Organiser to meet and greet attendees, existing campaigners to form table hosts and organiser to meet one-to-one with potential new supporters or volunteers.
Resources	Require sign-up sheets, pens, badges, collection box and selection of leaflets.
Comms	Promoted by email from HQ – 26 July Promoted by social media – 26 July Phone call reminders – 28 July
Notes	Remember to take photo of group at beginning of night to post to Facebook Encourage others to bring a friend Sign-up volunteers for street stall tomorrow

SOCIAL MEDIA

Social media can amplify your campaign work before, during, and after an activity.

Successful organizers use social media to promote their events widely and cheaply. During and after the event, social media can be used to ensure that many get to experience the highlights, not just those present.

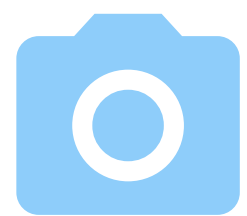
Taking the time to think through the following steps while planning your event is crucial to ensuring your hard work pays off.



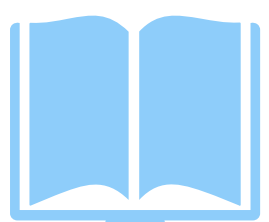
Scotland in Union HQ can create an event page on FB, invite interested audiences (supporters can invite friends), and let people know when and where the event is happening.



Tweet during an event (otherwise known as live tweeting) in order to document key moments and highlight a speaker's best quotes.
Tag with @ScotlandinUnion



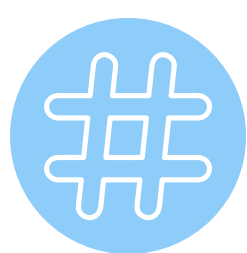
Designate someone to be in charge of taking snaps during your event, then send directly to our HQ.



Ask attendees to share why they support Scotland in Union, through short videos and quotes.
#ShareYourStory



Ask other supporters to join in and snap away or simply post a quick Tweet or Facebook comment.



Create a hashtag # for your event and use for all related social media posts.

TAKING A SNAPSHOT

You don't need to be a professional photographer with a fancy camera to capture campaign moments. Most camera phones combined with our helpful tips are convenient and perform well enough to capture excellent snapshots.

Make sure to fill the frame (what you see through your viewfinder or on screen) with the people and objects that needs to be seen. Always keep the phone horizontal during video takes.

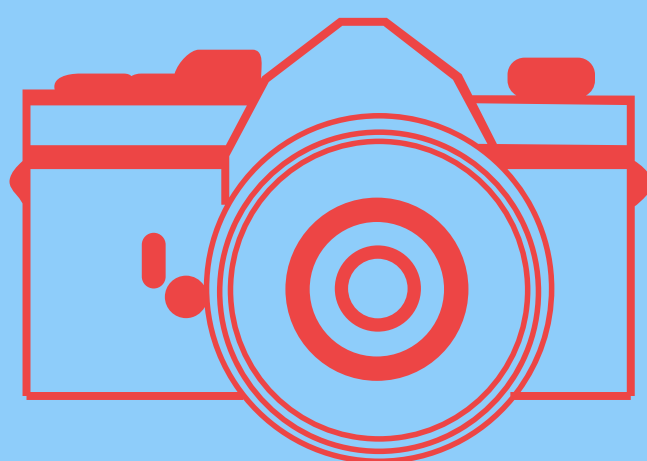
Control the background and make sure it does not distract from the message that's being highlighted in the image/video.

Walk to crop - instead of using the zoom functionality on a camera - which can result in grainy or blurry photos - move your feet to get closer to the subject.

Change the angle and take photos from different heights and positions. Get low and photograph a crowd of campaigners or get up high to show all the contents on a stall.

Know when not to snap, we love action shots and busy campaign pics but we can not use anything that portrays the campaign poorly.

Avoid background noise when filming as this can dilute the real audio.



SELFIE TIPS



The easiest way to get fun and interesting pics on the campaign trail is to take selfies with your Scotland in Union buddies.

To use the front-facing camera, launch the camera app and tap a button that will typically be a circle in a camera. This swaps to the front camera.

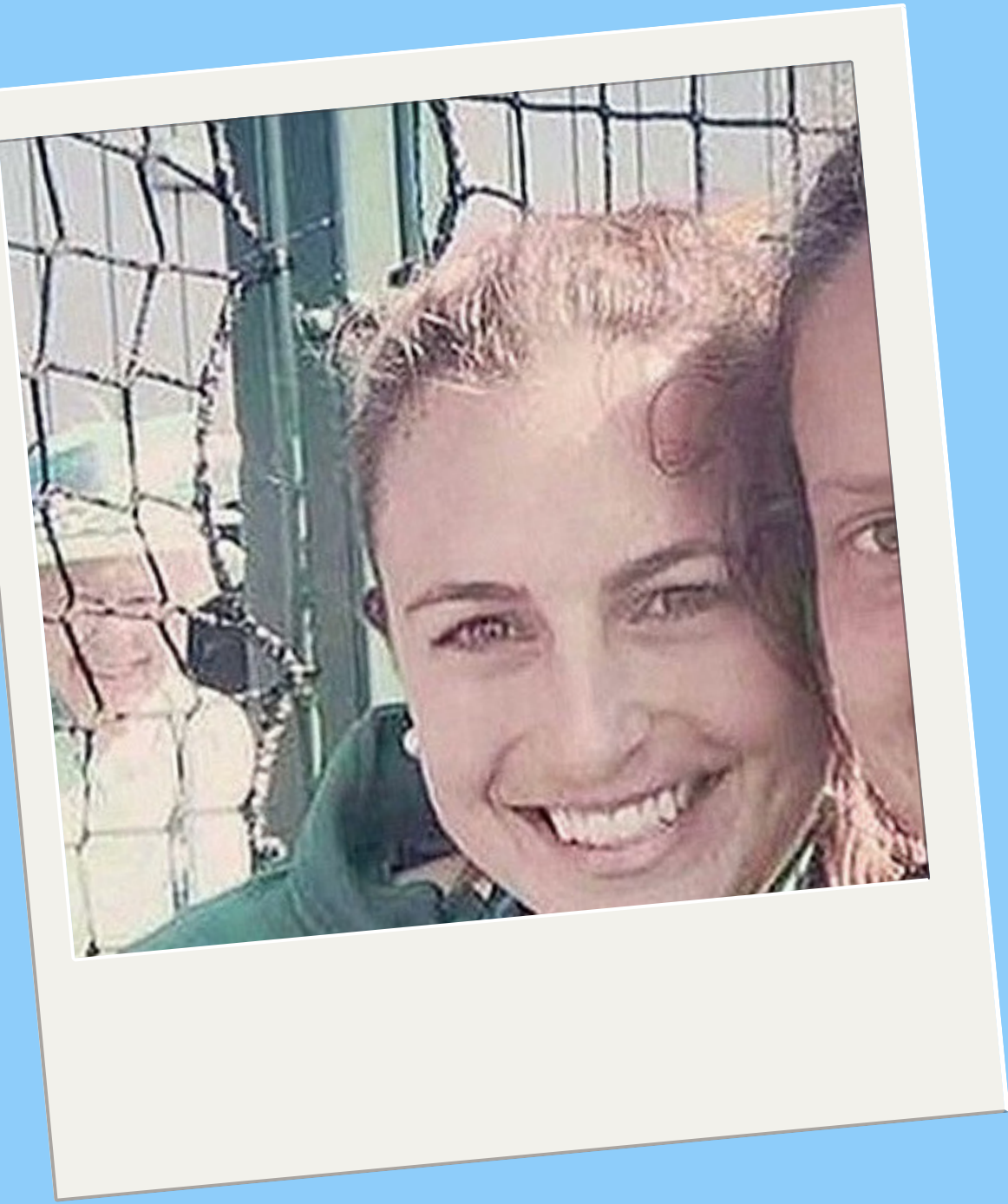
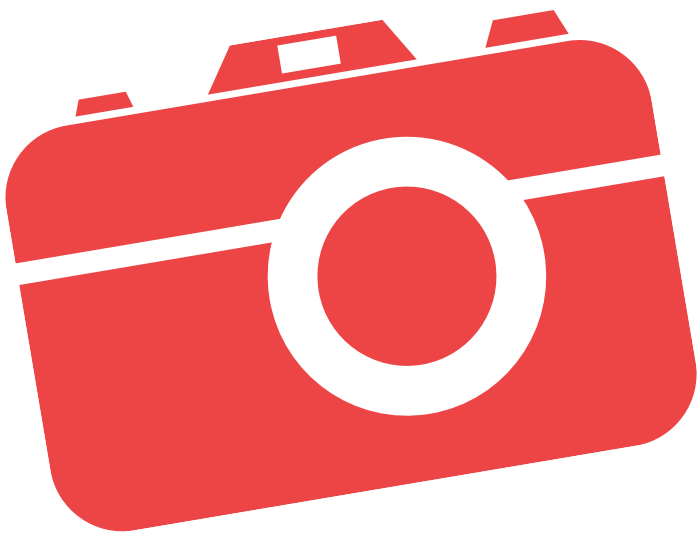
Some of us look better photographed from the side, some from above and some from below!

Practice a few shots to find the angle that suits the group best. Yes, you may feel a bit silly posing, but if the end result is a photograph you are happier with it, it will be worth it.



Use the arms length rule! Unless you are a fan of extreme close-ups, hold the camera out as far as possible for the most flattering shot.

Most people take selfies using one hand. Not only can you hold the phone further away, there's also less chance of your arm being in the shot.



As with any photograph, the background is really important.

If there's too much clutter – be it indoors or outdoors – it can distract from the subject. So always consider what you want or need to capture behind the people in the snap.

Including a landmark lets followers know exactly where we have been active.

The right light can make a huge difference to any photo.

Avoid bright lights behind the group, which can make it difficult to see the subject. Try and use natural light where possible, so look for windows if you're shooting inside or hit the sunshine.



Open the photo in your device's camera app and spend a couple of minutes doing some simple edits. Use the crop tool to delete anything that distracts from the background and remove red eye.

CODE OF CONDUCT



Volunteers of Scotland in Union will not:

- i.** Behave in any way; physically, verbally, on social media or through any other medium; that is abusive or offensive.
- ii.** Discriminate against any person due to age, gender, being or becoming a transsexual person, sexuality, race, nationality, religion, disability, marital status or pregnancy, as laid out in the Equality Act 2010.
- iii.** Publish or repeat false or defamatory allegations.
- iv.** Destroy, vandalise or remove another organisation or individual's campaign materials.
- v.** Take any action that could embarrass Scotland in Union

Confidentiality

Volunteers must abide by the principles set out in the General Data Protection Regulation (EU) 2016/679, and should familiarise themselves with these.

- i.** Data (e.g. new registered supporters' details) collected will be passed to Scotland in Union Head Office to handle and store centrally.
- ii.** Volunteers will not at any time disclose information externally that has been acquired during volunteering or that has otherwise been secured in confidence.
- iii.** Volunteers will not at any time disclose information externally that relates to Scotland in Union.

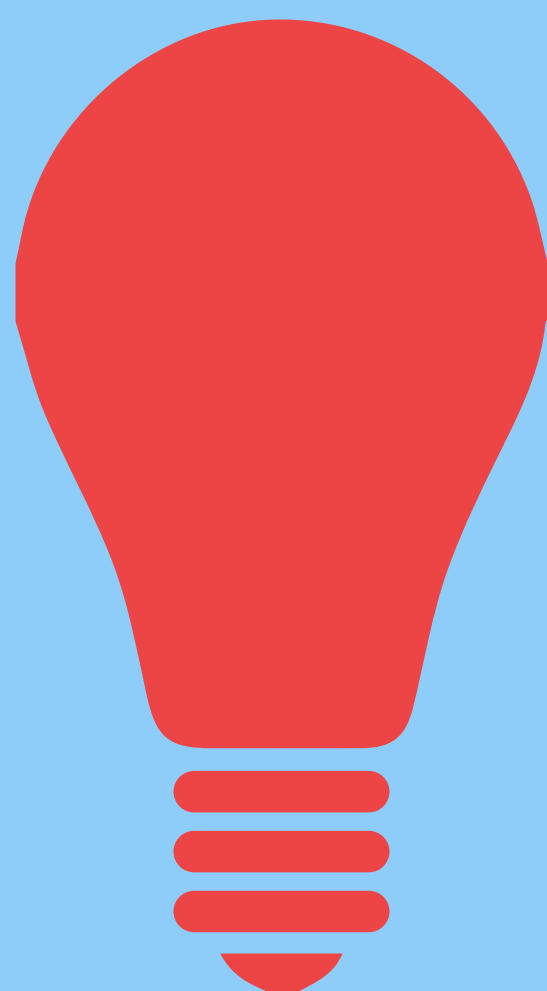
Health and Safety

Volunteers are expected to ensure their own health and safety and that of those around them.

- i.** Volunteers must not take any action that could threaten the health and safety of themselves, other volunteers, staff members or members of the public.
- ii.** Volunteers must report any accidents and injuries to Scotland in Unions campaign manager.

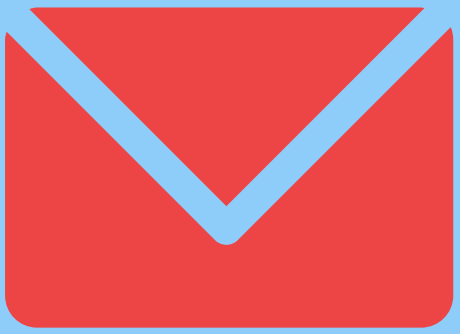
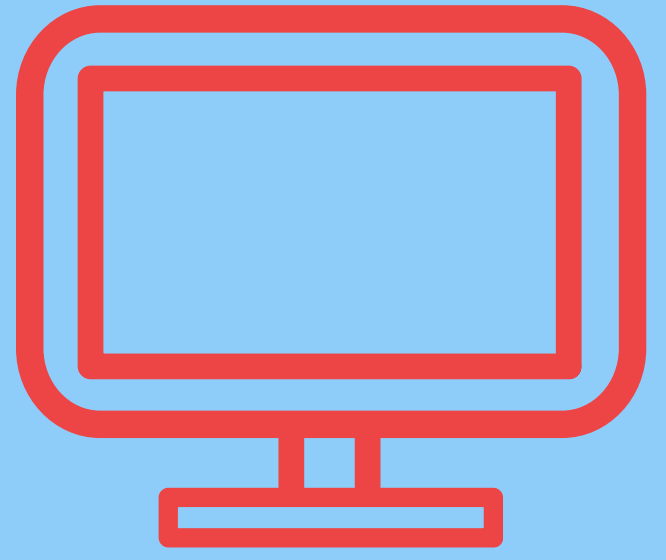
**"Change requires
more than
righteous anger.
It requires a
program and it
requires
organising."**

B A R A C K O B A M A
44th President of the United States



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WWW.SCOTLANDINUNION.CO.UK



INFO@SCOTLANDINUNION.CO.UK

@SCOTLANDINUNION



FACEBOOK.COM/
SCOTLANDINUNION

@SCOTLAND_IN_UNION



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