



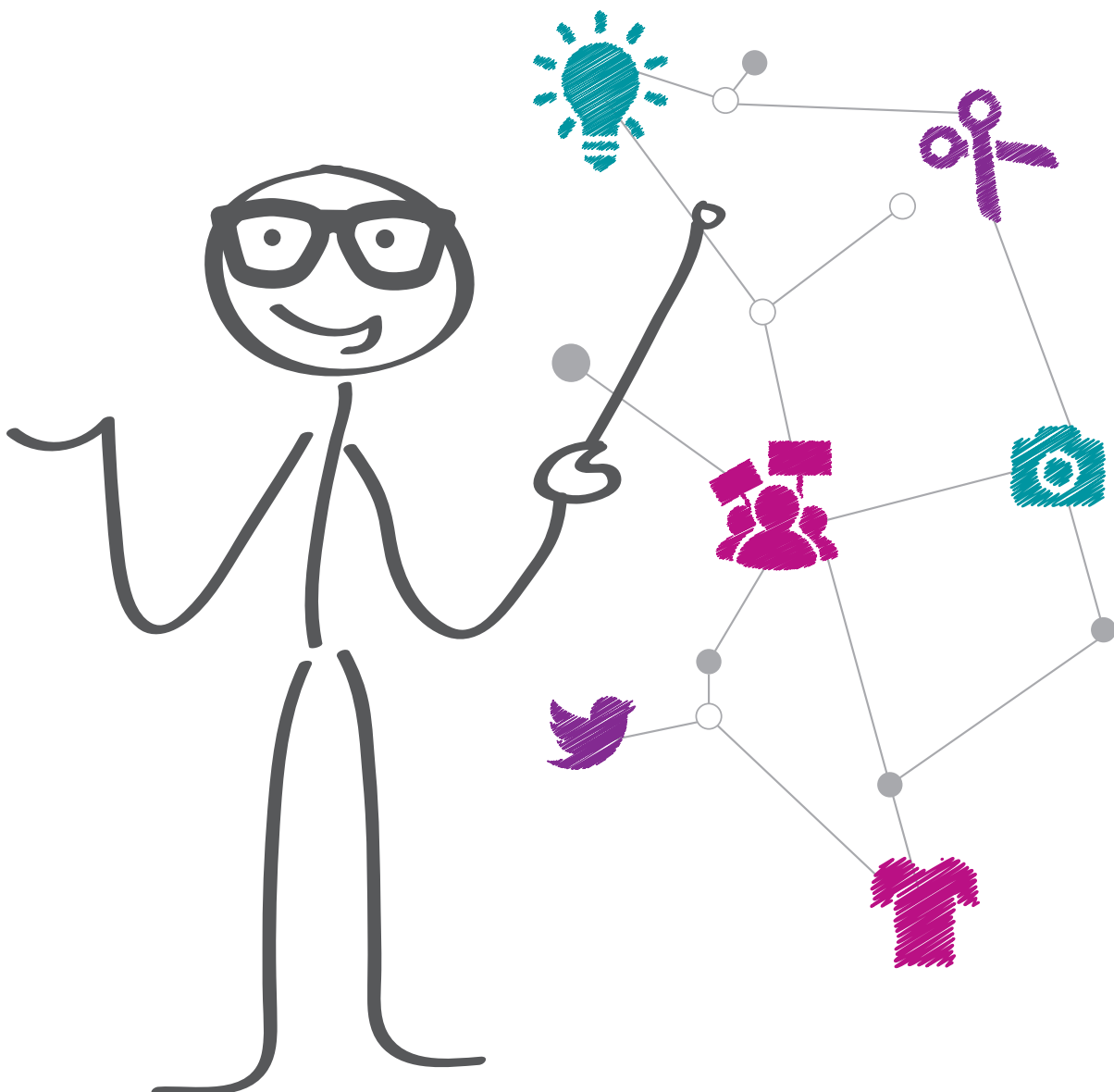
mnda

motor neurone disease
association

Campaigning toolkit

Craftivism (craft and activism) can involve creating bunting, flyers, stickers, t-shirts, badges, biscuits/cupcakes, or placards and banners for campaign rallies. Essentially it is any and all creative parts of campaign actions.

Craftivism





Craftivism provides a great way of engaging campaign volunteers who may be nervous about larger campaign actions, eg having a meeting with their MP or hosting a public event.



It is a great way to bring volunteers of all ages, levels and abilities into an existing campaign.



Before embarking on craftivism, it is good to think about your intended audience, and how your creations can be used for a positive impact. You could create banners or signs with campaigning messages to display at your events, or pieces of art showing how social barriers can negatively impact on people with MND and their carers, and how this could be changed.



You need to ensure you have the space and resources and allocated time available to undertake craftivism, and a clear idea of who it can be sent to/where it can be displayed once completed.



Use social media to promote your craftivism, and the resulting campaigning creations. Take photos (landscape wherever possible) and post as soon as you are able to on your Twitter feed and/or Facebook page and, if appropriate, that of your local branch or group. Inform craftivism participants that photos will be taken for social media purposes, and check if they are happy to be featured in them, see photography guidance below.



If posting on Twitter include the handle **@mndassoc** and/or **@mndcampaigns** so we are able to retweet from our national accounts. To be reposted from our national Facebook account, please be sure to tag the MND Association in any of your campaigning photos.

Photography Guidance

At any campaign meeting, vigil, or event you must make it clear if photographs/video will be taken, and offer the opportunity for people to opt-out from their image being captured. Please display a prominent sign, and make an announcement to all event attendees. If in any doubt it is important to seek advice from your Campaigns Manager/Co-ordinator.

Sign to read: There will be photography and/or video at the *insert name of event*. These images may be used for promotional purposes, in future publications, presentations, and on digital, and social media channels, normally within a five-year period from today *insert date of event*. If you do not wish to appear in photographs, please let an event organiser know, and they will make sure you are not included in any captured images.