



## Campaigning toolkit

### Event stalls



Having a stall at an event is a great way to promote your campaign to members of the public. It enables you to talk to your local community at places such as hospitals, hospices, local charity events and shopping centres.



**mnda**

motor neurone disease  
association



You can run your stall to advertise localised campaign issues and/or support one of the Association's national campaigns. For national campaign ideas, sign up to our Campaign Network:

[www.mndassociation.org/campaignnetwork](http://www.mndassociation.org/campaignnetwork)



If you would like to organise a stall, please contact your local branch and/or group, Campaigns Manager/Co-ordinator, MND Association Regional Care Development Adviser (RCDA), or Volunteer Development Co-ordinator (VDC), as they will have information on events already being planned in your area. If in doubt as to who your regional team are, please visit our website:

[www.mndassociation.org/staff-contacts](http://www.mndassociation.org/staff-contacts)



Check the rules around having a stall in a public area. You may need to speak to your local council (if you're in a public place) or facilities management (if you're in a building) about what you can and can't do. Safety is of paramount importance. Please work closely with your Campaigns Manager/Co-ordinator to plan the practicalities of how the event will run: [campaigns@mndassociation.org](mailto:campaigns@mndassociation.org)



Organise packs of campaigning information that can be taken along to your event – for MND Association campaign resources please contact: [campaignsmaterials@mndassociation.org](mailto:campaignsmaterials@mndassociation.org)



Use social media to promote your event. Take photos (landscape wherever possible) and post as soon as you are able on your branch/group Twitter feed and/or Facebook page as appropriate. Inform event attendees 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](https://twitter.com/mndassoc) and/or [@mndcampaigns](https://twitter.com/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.



If you are already involved in a branch and/or group it is important to remember that you don't have to go to every event, but it is good to have a pack of campaign materials that other committee members and/or volunteers can take along with them. You can also send out campaigns information to local fundraisers who you know are putting on events in your area, so there is a campaigning presence at these events too.

### 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.

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