

Part A: Ideas/suggested activities:
1. Raising your profile and connecting with members

1. Raising your profile

Put up posters on the RCN noticeboard introducing yourself and promoting RCN campaign messages and ways to get involved

Notes

2. Mapping your members

Work with RCND to build a map of your members and potential members

Consider the information you have about your workplace locations and services, and the current issues impacting on the local community and services.

3. Connecting with members

Hold a drop-in session for members to talk to you about workforce issues

Do a ward/workplace walk to meet members and potential members

Arrange a learning event for members and potential members, creating an opportunity to connect with them online

Hold informal chats or one-to-ones with members to learn about the issues that matter most to them

Ideas/suggested activities:
2.2 Building community support

1. Campaigning within branches

Speak at branch meetings to engage wider support

Liaise with local branch executive to design and deliver a branch event

Work with your branch to arrange a public meeting, inviting local politicians, public, patients and staff to discuss the campaign –

Notes

Ideas/suggested activities:
2.4 Influencing politicians/institutions

Notes

1. Government/parliamentary lobby or drop-in event

Recruit members to lobby and present their stories to government in ways arranged by RCN policy and public affairs teams

Work with local members and RCN staff to follow up on contact with constituency representatives in support of the campaign

2. Co-ordinated email/petition activity

Encourage members to sign online petitions in support of the campaign, encouraging their friends and families to do the same

Encourage members to contact their local elected representative, asking them to support the campaign