



LOCAL GROUPS HANDBOOK



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INTRODUCING POSITIVE MONEY & LOCAL GROUPS

Positive Money is a not-for-profit research and campaign group. We work to raise awareness of the connections between our current monetary and banking system and the serious social, economic and ecological problems that face the UK and the world today. In particular we focus on the role of banks in creating the nation's money supply through the accounting process they use when they make loans - an aspect of banking which is poorly understood. Positive Money believes these fundamental flaws are a root cause of many problems of poverty, excessive debt, growing inequality and environmental degradation.

Positive Money exists to reform the money system. Briefly, this is what we think needs to change:

1. Money should be created free of debt.
2. Money should only be created through a democratic and transparent body working in the public interest.
3. Money should come into the real (non-financial) economy before it reaches financial markets and property bubbles.
4. Banks should not be allowed to create money.

About PM

Positive Money was founded in May 2010 and launched publicly in early September 2010. Over the years, PM has steadily grown and managed to get support from thousands of people and build an academic reputation. We are also building an international movement, currently, there are groups in 16 countries campaigning for monetary reform along the same or similar lines as Positive Money.

Local groups are vital

As a supporter driven organization, Positive Money strives to grow a grassroots network. These grass-root links are embodied by our Local Groups, who work to raise awareness about the connections between the way money is created and our current social, economic, and ecological issues. Our credibility as an organisation is based on the visibility of our supporters who demonstrate popular concern for economic justice. The most effective way to be visible and promote our campaigns is to organise as a group.

Local groups have already done a great job of helping grow the movement. Hundreds of meet ups, reading-groups, screenings, stalls at festivals, and presentations, have been organized by our supporters around the whole country and in other countries.



OBJECTIVES OF LOCAL GROUPS

A major focus of Positive Money's work is improving public understanding of our money system and why it needs reforming. Four general objectives for Local Groups have been laid out to help guide their activities.

Awareness Raising

This should be the bedrock activity of all Positive Money groups. Although we will provide a specific purpose for Local groups over short timescales, in the long term this is what local groups are achieving, in a variety of different ways including events, film screenings, street stalls etc.

Sovereign Money Petition

We are planning to launch a petition on Sovereign Money creation sometime between now and the election. This has 3 objectives:

1. Get more supporters to sign-up to Positive Money
2. Raise the profile of the topic in the public
3. Have a specific petition to lobby your MP with

Lobbying MPs

It is the election in 2015 and we want as many MPs as possible to understand that the money system is broken; we are in danger of having another financial crisis in the future and what you want them to do to fix it. There are two options for your first meeting with your MP:

1. Book to meet in person at one of their surgeries
2. Organise a big event (+35 people, Friday and Saturday is best) and ask them to attend

Please see our webpage for more details about what to ask your MP to do:

<http://www.positivemoney.org/get-involved/educate-your-mp/>

Content and Understanding

We are well aware that this subject is complicated and to have confidence speaking about it in public and to politicians you need to understand the basics. Therefore local groups are the perfect place to encourage each other to keep learning. Your group might want to read through 'Modernising Money' together, or might want to have an informal discussion on a different topic each month, to keep knowledge growing. Ensure that people in your group take it in turns to 'host' the discussion each month, so that the person doing background reading changes from month to month.



LOCAL GROUPS SUPPORTER STRATEGY

The objectives for Local Groups will help Positive Money with its underlying strategic aim of building significant capacity into the organisation so as to increase public support for Positive Money's proposals. Without public support for our proposals we have little chance of succeeding in changing the way money is created. Accordingly, we have outlined how Local Groups and their aforementioned objectives can help Positive Money change the monetary system.

Positive Money's Theory of Change

We believe that legislative change is necessary to fix the money system, but only when a sufficient amount of key public stakeholders collectively advocate change. Such key stakeholders entail: Politicians, Economists ('Expert Opinion'), Media Commentators, and the General Public. Politicians will only act when Expert opinion and Public opinion both advocate reform of the monetary system. Media commentators will also play the fundamental role of, not only publicizing expert and public opinion, but of influencing the ideas of experts, politicians and the general public.

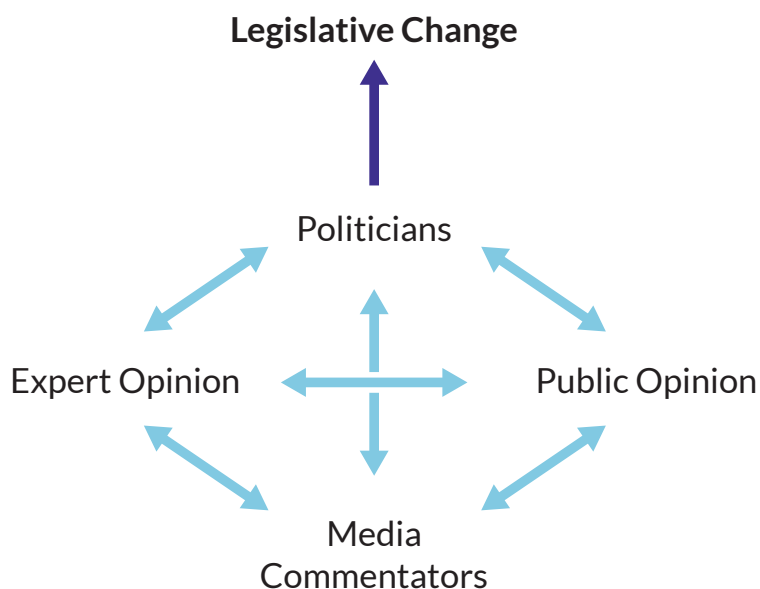


Figure 1: Stakeholders & Legislative Change

The objectives for Local Groups are specifically designed so that a Local Group can, in one way or another, interact with all these key public stakeholders. Figure 2 shows that whilst there are 4 general objectives to undertake – it is important that a core group keeps meeting regularly to ensure the group is sustainable. Accordingly, the coordinator of each Local Group is the main point of contact for HQ. Maintaining contact with HQ is of fundamental importance so that learning can be shared across all the local groups.

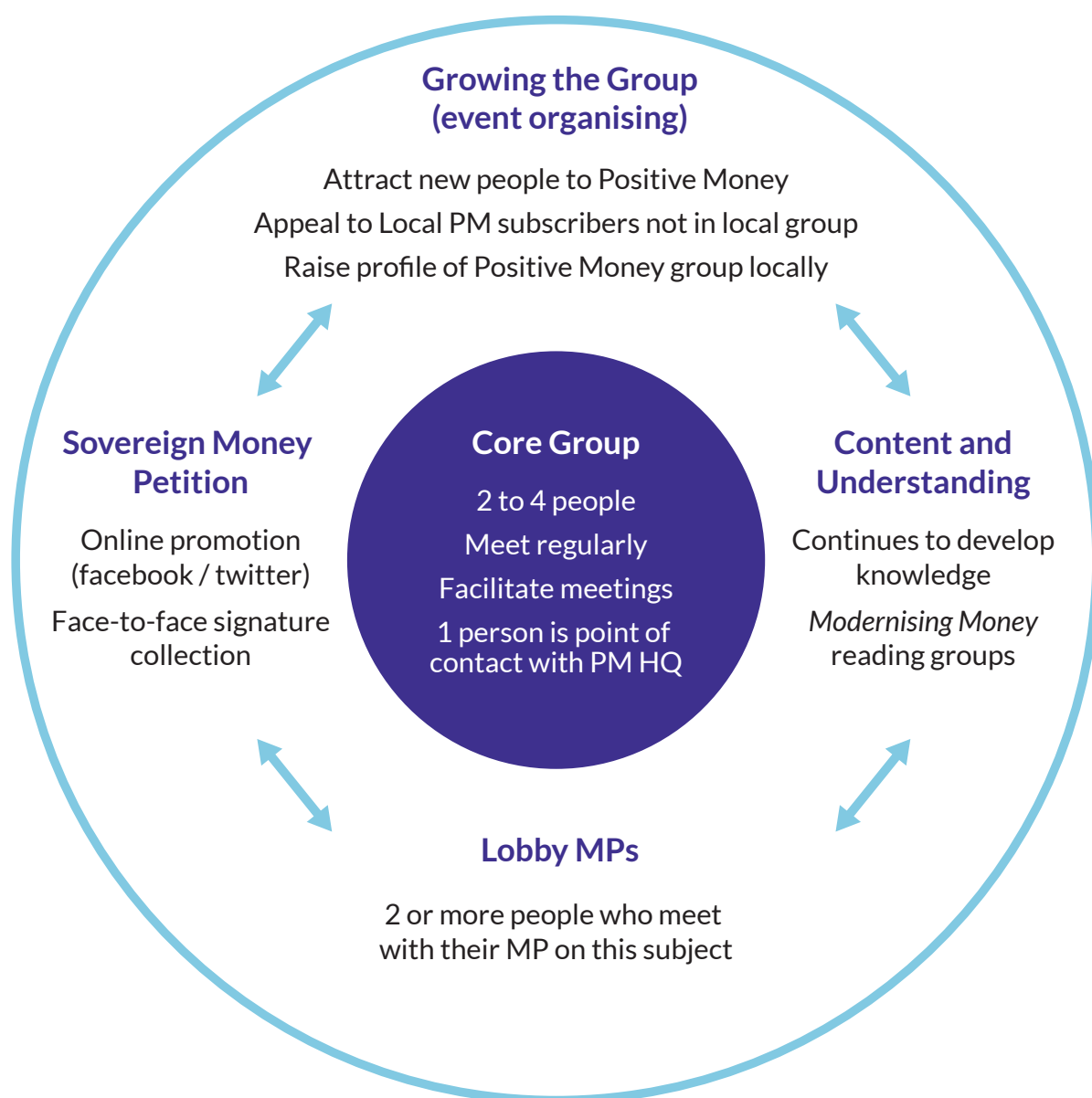


Figure 2: Local Group Objectives & Operations

People

Motivations for becoming more involved with Positive Money fall broadly into four different categories. People can fit into more than one category. The categories for motivation are:

1. **Understanding-seekers:** People who want to understand how the world and the systems in it work, and so want to understand the money system and its role in the 2008 financial crisis. Our task is to explain the current system and our proposals to them, and get them to educate others.
2. **Activists:** People who want to live in an economy that contributes to a high level of wellbeing & social justice within ecological limits. The current banking results in a series of negative consequences for people and planet. Democratising the money system must be part of the solution for people working towards a fairer, more sustainable society.
3. **Influencers:** People who work as economists or economics commentators (in the media, think tanks, academia, the civil service etc.), bankers, regulators, politicians on the Treasury Select Committee or on economics working groups. They should be thinking about money creation in their analysis of the current system.
4. **General Public:** People who want to know if something negatively affects them now, e.g. if the banking crisis negatively affected them. Our task is to turn anger and frustration into hope and action.

Within the Understanding-seekers, Activists, and Influencers there will also be different types of people.

- People who want to understand the issues but don't feel the need to communicate the subject with others
- People who want to take some kind of action. This action may be large (organise an event for 100 people) or small (tell their partner about the issue), and is likely to change with time, i.e. the more actions taken the more likely that the person will increase their activity over time.

In order to build capacity into the organisation there are three immediate roles for individuals to fulfil:

1. **Core group member:** helps organise regular meetings and facilitate them (if coordinator – is the main point of contact for PM HQ).
2. **Educator:** Continues to develop knowledge, whilst understanding different groups members will have different levels of knowledge. Is confident about talking about the technical side of Positive Money's proposals and willing to go into meetings with MPs.

3. **Local Group member:** plays a valuable role as a member of a group, helping to ensure the core group keeps going as well as helping to initiate activities (See Figure 2).

RISKS

- Our supporter demographic is relatively un-diverse since it is predominantly 'understanding-seekers' and male. There is a risk that unless we diversify, we won't be able to bring in new types of people.
- **Doughnut effect:** Ring doughnut effect where core group does all the activities and doesn't keep the core going i.e. regular meetings, welcoming new people into the group or grow). Jam doughnut effect where core group becomes a talking shop and does not initiate activities (See Figure 2 above).



STARTING A LOCAL GROUP

Starting a Local Group will provide you with a chance to create a platform for people to meet and discuss issues as well as plan events to raise awareness in their local area. By pooling ideas and efforts, a small group of people can have a significant impact upon their community and local decision makers.

- Most groups meet once a month and their activities include:
- Holding talks and public meetings
- Organising stalls at community events
- Lobbying MPs
- Writing to local papers
- Reading and discussing 'Modernising Money'

Starting a group is not a daunting task, and you will receive plenty of support from the Head Office to help get the group rolling. We only ask that you dedicate a minimum of 4-5 hours every month to the group. Positive Money has a number of supporters throughout the country. All of the supporters in your local area will be informed about the establishment of your group and will be invited to join events and meetings that the groups organise.

When thinking about starting a Local Group it is useful to think about what activity to focus on first. Our experience is that some groups like to start as a reading group, and become comfortable with the material before organizing events and taking action. Whichever activity you decide to focus on first it is important to get together as a group on a regular basis. This will allow you to talk, get to know each other and decide what action you are going to take. It is highly recommended to meet once a month.

Start a Group in 7 Easy Steps:

1. Once you are certain that you want to start a Local Group please follow the subsequent easy steps:
2. Check there isn't a group in your area – check online at: <http://www.positivemoney.org/get-involved/local-groups/>
3. Think about the first event you want to organise, and read all the material under the 'Start-Up Package For Local Groups'.
4. Let Positive Money know you want to establish a group by emailing frank.vanlerven@positivemoney.org.uk.
5. Once contact with Positive Money has been made, and the above steps followed, you will be asked to read and agree to the Positive Money Mission and Values statement.
6. Move forward with the planning/publicizing of your next event. See 'Organising an Event' in the 'Start-Up Package For Local Groups'.
7. As this will be your first event, talk to other attendants and see if they would be interested in meeting-up more regularly- whether they would be interested in taking action on behalf of Positive Money, reading and discussing Positive Money ideas and related issues, or both.
8. While this may be not be possible at your first event, as your group grows, assign different roles to other members of the group- so that not all the responsibility and sustainability of the group will rest on you (think about having a chair, secretary, press/social media liaison, event organiser etc.).

Ideas for the First meeting

Depending on how many people turn up, you may want to have an informal ice-breaker question or 'check-in.' You could either break into 2 groups or ask people to discuss in groups of 3-4. At the beginning tell everyone that they don't have to answer the question if they don't want to. Or they can 'pass' and you can come back to them at the end, when they have had more time to think. An example ice-breaker or check-in question is:

Tell us your name and how you found out about Positive Money?

Further questions you might want to ask during the first meeting are:

Why do you want to join a Local Group?

What kind of things do people want the local group to do?

What should the aims of the local group be?

Some people may wish the local group to be a discussion type of group to further their understanding about Positive Money's proposals. Others may want to organize events. Obviously the local group will evolve through time but it's worth sharing thoughts and ideas at the initial meeting so everyone feels their input is being heard and that they are part of establishing the group. Ideally you want to have a core group of 5-10 people that are dedicated to meeting once a month. This will allow you to stay sustainable and get the message out to a wider audience in your local area.



TIPS FOR SUSTAINING A LOCAL GROUP

Once your local group has been established (see Starting a Local Group), you may find that sustaining it over the long-term is actually the biggest challenge. There is no particular blueprint for organising a successful group, but there are a few basics that you will almost certainly need to do. In terms of acquiring funds to sustain and grow your group please visit the section on fundraising.

Where & When to Meet

Getting together as a group on a regular basis is important so that you can talk, get to know each other and decide what action you are going to take. It is recommended to meet once a month. You will need to decide during what activities you are going to carry out and over what timescale. There may also be other local events or local issues related to banking or economic justice that you will want to get involved in- indeed, in many situations this is a great way of getting new people on board.

Think carefully about where you meet. Groups meet in lots of different kinds of places including community centres, educational centres, cafes, rooms attached to pubs and their own homes. Cost is obviously an important factor to consider but it is equally important to think about how inviting your meeting place might be to potential members. Is it easy to get to in the evening? Is it inviting? Is it accessible? Meetings in cold and draughty halls, for example, are unlikely to succeed in the long run – but meetings in more pleasant or social surroundings are. Meetings in private homes can seem exclusive (without intending to be), as can meetings in religious buildings. Meetings in pubs may be off-putting.

Assigning Group Roles

Over time, it may be necessary to assign different roles to the other members of the group- so that not all the responsibility and future sustainability will rest on you.

Different groups divide up their work in different ways, but the strongest ones tend to share the load amongst a number of people rather than having just one or two key organisers. Here are some examples of the different roles group member can assume:

- **Chair:** organises and chairs the meetings and makes sure that everyone is involved and has the chance to contribute.
- **Secretary:** takes brief minutes, noting action points and keeps the group's records.
- **Current campaign coordinator:** responsible for keeping everyone up to date on what is happening in the current Positive Money campaign (e.g. may summarize the newsletters and blogs for the whole group).
- **Press liaison:** organises sending out press releases to the local press, writing letters and setting up photo opportunities.
- **Fundraiser:** responsible for raising funds for your local group.
- **Membership secretary:** for finding and looking after new members
- **Events/stalls organiser:** to coordinate public meetings and attendance at the events of other organisations. This could incorporate responsibility for collating materials for stalls.
- **MP/MEP liaison person:** for setting up meetings with politicians and coordinating visits.

Of course, roles can be combined depending on how many people you have willing to take them on, and you certainly don't need to have people in all these roles when you're starting out. In fact, you can even rotate the role of coordinator on a monthly basis. However, it can be useful to assign formal roles, as it encourages people to take responsibility and spreads the work out over a larger group of people.

Democratic Decision-Making

It's also important to make sure that everyone has the chance to say what they think and contribute to decisions. In order to work effectively as a group, everyone needs to feel listened to when they want to speak and no-one should make decisions on behalf of the group unless the group has agreed that they can. If you are interested in doing this online as well as in meetings, have a look at <https://www.loomio.org/>

Dealing with a Difficult Group Member

Group harmony may occasionally be disrupted by someone's behaviour that is not acceptable to other group members. It is important to emphasise that these are not problems that occur that often, but if they do it is better to deal with the situation straight away than to hope that the problem will disappear.

Sometimes a group member can be domineering or disruptive in the group. They probably don't realise they are doing it, and good chairing can minimise disruption. Give everybody a time limit on contributions to keep the discussion flowing, and don't be afraid to be politely assertive if someone runs over time. We want to ensure that everyone is treated fairly but we do take these problems seriously and are always happy to discuss difficulties in full confidence.

While most problems are context specific and highly complex, we provide four general recommendations for helping you manage such situation:

As the group leader, you will want to be kind, understanding, and respectful, and will want to avoid conflict. Therefore you should address any behavioural issue early.

In many cases, the group member responsible for the problem is unaware of how he/she is negatively affecting the group. It is best to talk to the person 1-to-1 and in a non-confrontational way highlight the fact that their behaviour had a negative impact on the group. BIFF is a useful acronym:

1. What Behaviour did the person exhibit? (Make sure you address the behaviour and not the person, so the person does not feel it is a personal attack)
2. What Impact did this have on the group?
3. How did that make you Feel?
4. What would you like them to do in the Future?

If the negative behaviour persists, contact Positive Money to provide support.

Email Lists

To every event, the coordinator should bring a copy of the Positive Money Sign-up Form for Events [PDF]. This will allow attendants the option to receive emails solely from the head office; and provides the second option, of receiving emails from the local group. After the event, you can take a picture or scan the form and send it to mira@positivemoney.org.uk; or you can create an excel spreadsheet with the information in it and send it to the aforementioned email address. It is your duty to make note of the email addresses from the people wishing to join the group.

Thus, there will be two email lists. One held by the head office, and the other kept by the coordinator. The former is growing daily and is being updated continuously. This way people who might not be able to join the local group, can still get updates from HQ and will still be informed about future events in the area. On the other hand, those wishing to join the local group will get separate emails from the coordinators and other members about ongoing meetings and organising activities.

It is important to note that the coordinator will not be given any form of direct access to the email list held by the office. If you would like to contact these supporters to advertise an event, please send an email to the above email address with details of the event.

Keeping Records

Try to keep us updated about your activities with photos or write a quick blog. This can be invaluable when you are putting up displays about your group, telling new members what you have done so far, giving the Positive Money office material for website or for including in the annual report, or just generally making your group members feel good at the end of the year.

Use of the Positive Money Name

Groups are asked to use the name “[town] group of Positive Money supporters” (e.g. “Edinburgh group of Positive Money supporters”) name whenever making any public statements. This applies to any correspondence, publicity, press releases and events.

Tips to Avoid Boring Meetings

- Take some form of action in your meeting, e.g. planning an event or reviewing flyers.
- Invite relevant speakers from time to time, either one of Positive Money speakers or one from another local organization e.g. a credit union, or transition town, or World Development Movement.
- You could also show a short film if the equipment is available.
- One of the key challenges that Positive Money has is getting new people involved, perhaps each month the group could report back on experiences of trying to get a new person (family member / work colleague / friend) interested. You could even plan what technique you are going to use in the coming month e.g. showing them the short video on inequality, or trying to explain why house prices are so high. PM HQ would love to have information on this recorded and shared if possible (contact Frank for more details).

A large group of people, mostly middle-aged and older, are seated in a room with wood-paneled walls. They are sitting in rows of red plastic chairs, facing towards the front of the room. Many are looking towards the camera or slightly to the side. Some are holding papers or looking at devices. The room has a professional feel, with a large light stand visible in the background. An 'EXIT' sign is visible above a doorway in the distance.

GROWING YOUR GROUP

After you have established your group, and are confident that you will be able to sustain it, growing your group should be your next objective. Raising Positive Money's profile locally is an essential part of campaigning. Quite simply, the more people know us the easier we will find it to get press coverage and the more political clout we will have. If your group has a high profile locally you will be seen as more powerful in the eyes of your campaign targets, you will encourage more people to get involved in your group, and your campaigning and lobbying will be stronger.

New Members are Important

As a local group your members may not have lots of spare time in which to run special promotion campaigns, but you can make promoting Positive Money and your group an integral part of all your campaigning activities. Always think of getting more people involved whenever you plan any activities.

Bringing new people into your group is important for a number of reasons. There is always some natural turnover in group membership as members move away or have to prioritise other things. Over time new members can take on tasks that others have had to drop and you can avoid any one person becoming overburdened.

New members also bring new ideas, skills, experience and perspectives. This can help keep your group dynamic and ensure you get feedback from sympathetic people who nevertheless are not too immersed to be objective.

And of course, the more people who are involved, the more multipliers there are for the campaigns you are running, and the more significant you will seem in the eyes of politicians and the local media.

Making it Easy to Join

The best way to get new members involved is by actively seeking out new members. Whenever you hold an event, don't forget to actually ask people to get involved with the on-going local group.

There are a few simple things to remember in making it easy for people to join:

- Always bring sign-up sheets. A standard one is available, which allows people to express an interest in Positive Money nationally, and in their local area. If you have one to hand at every activity, you can easily collect new people's details. <http://2joz611prdme3eogq61h5p3gr08.wpengine.netdna-cdn.com/wp-content/uploads/2013/02/PM-Email-Signup-Form-2013.pdf>
- Always advertise any meetings you have that involve speakers or a video showing to a wider audience. Whilst you shouldn't expect floods of new people as a result, your meeting can be made to appeal to some extra people who want to get involved.
- Always follow up new contacts efficiently. After collecting a new set of contact details, send an email out within the next few days introducing your group and inviting them to the next meeting.

Keeping New Members Hooked

Be as welcoming as possible to new members. If someone new turns up to your group meeting, make sure you run it in a way that doesn't exclude him or her. Always do a go around of introductions (e.g. get everyone to give their name and an interesting fact about themselves).

At an appropriate point, tell them how your group works and what its current activities are. Also direct them to the Positive Money website (if they haven't come to you from there).

Find out what new members' skills are, see what they would like to be involved with, or what responsibilities they would like to take on. Try not to resist new ideas. If you do not like stunts and street activities but a new member comes along who is keen to campaign in that way, try to support them. However, try not to leap on new people or overburden them, this might scare them away, but do give everyone the opportunity to do something if they wish. This takes the burden off key group members and ensures that new people feel involved.

Networking Locally

There are a number of different groups who may be useful networks to try and get involved when campaigning locally, or who may be interested in being kept up to date with Positive Money's work. It's good to go through these other networks with your local group and see if anyone has connections to them (is anyone in that network or know anyone in that network).

Using other networks is really crucial if you are organising a big event where you hope for a large attendance (over 50).

Below is a list of different groups/networks for you to consider:

- University Students (especially economics students – see Local Groups Strategy)
- University unions
- Various student groups at the university (is there an economics society?)
- A general event on campus
- Transition Town groups
- Quaker groups
- Party members and activists of Conservative, Labour, Lib Dem, Green or other parties
- Businesses and Federation of Small Businesses (FSB)
- Groups working to help people with high levels of personal debt, e.g. Citizens Advice Bureau.
- Local Chambers of Commerce
- ‘Green drinks’
- Relevant groups on Meetup.com
- Religious/faith groups
- Local ‘Occupy’ groups
- Women in Business network
- Local Rotary or Roundtable groups
- Local Trade Unions
- The peace movement
- Women’s’ Institute
- CASSE groups (promoting the steady state economy)
- Festivals <http://www.thefestivalcalendar.co.uk/>
<http://www.festivals.co.uk/>
<http://www.efestivals.co.uk/>

- Local groups of World Development Movement (<http://www.wdm.org.uk/>)
- Local voluntary groups, community groups etc

Online Social Networking

Once you've got your group's web presence sorted out (see section 2), you might want to move on to making the most of social networking sites to help build your group and local campaign work. Facebook can be a useful way to involve new people, and to communicate with the group regularly.

Facebook works well for campaigning because lots of people have a profile on it. It also allows you to set a Facebook Group for your Positive Money group and to advertise events and invite new people to them. An existing group member will have to have a profile already or be prepared to set one up, and then get a feel for how Facebook works.

There are hundreds of other social networking sites out there, of course. But we suggest focusing on establishing a quality presence on the most popular ones (Facebook, Twitter) – remembering, because these sites are so interactive, you'll need to focus on quality, not quantity.

Revitalising Your Group

All groups go through peaks and troughs, but there's usually something you can do to revitalise a group that has lost a bit of steam. Speaking to our Network Coordinator can be very useful in such a situation. She can give advice and offer an outsider's perspective.

Together we can come up with a plan to get your group back on its feet. This could include prioritizing so that you do one activity only; start meeting somewhere more inviting; plan an event that helps re-launch the group; and think about other new ways to recruit new members.

Using Local Media

One of the most effective ways of raising your profile is to get some exposure in the media. Local groups can play a vital role in raising Positive Money's profile by publishing articles, letters and photographs in newspapers and talking about Positive Money on local radio.

If you have a well-established group and want to get in touch with the local media for an event please contact us first. In the future we will run some media training for local activists.



SUPPORT FOR GROUPS

The Supporter manager Frank van Lerven coordinates support for local groups. If you have any queries about any aspect of group campaigning or organisation please email Frank frank.vanlerven@positivemoney.org

Group Resources

In addition to campaign materials (flyers, videos) we can help with some other specific resources to help local groups. Please contact Frank.

Membership

Because of data protection rules, we are not able to provide you with email and telephone contacts for our supporters in your local area. However, we can circulate publicity emails to supporters in your area on your group's behalf.

However, it can be useful to back this up with an email directly from the local group coordinator from time to time, especially when you have an interesting event for them to come to. Please send an email advertising your local group and/or your upcoming event to: mira@positivemoney.org

Using the Positive Money website

The 'Get Involved' section of the Positive Money website is where you can get all the resources you need for effective local campaigning.

Resources:

<http://www.positivemoney.org/get-involved/resources/>

List of local groups with a map:

<http://www.positivemoney.org/get-involved/local-groups/>

Upcoming events:

<http://www.positivemoney.org/events/>

We aim to keep developing this part of the website to ensure it meets the needs of the network.

Group Websites

In addition, each local group can have their own mini-website inside the main Positive Money website, with groups able to provide details of their past and upcoming meetings, upload photos of their activities and so on. The sites are run using Wordpress software, which is an easy-to-use blogging system.

It's up to you whether you use your site to regularly post information and news, or maintain it more as a static page where generic information about your group's activities and your contact details can be found.

However, we're happy to give advice, either via email or over the phone, so unfamiliarity with the software shouldn't be a barrier to using your site effectively. A regularly updated group site is a sign to potential new members that your group is an active and an interesting place to be!



LOCAL GROUPS ACTIONS

It is a local group's role to take Positive Money into your local community - to the media, the public and to the decision makers who you can hold accountable. We will always ask you to think about imaginative ways in which you can raise the profile of a campaign locally, and share ideas that we can pass on to other groups. What might seem like a small action locally, will contribute to a powerful nationwide lobby. Initially, we will encourage local groups to focus on the four objectives (see Objectives of Local Groups). Here are some specific actions to help achieve the objectives:

Street/Festival stalls

One effective way to distribute campaign literature is by running a street stall. You can get the opportunity to talk about our issues with totally new people. You do not need permission to set up a stall on publicly owned land (i.e. all ordinary streets), you just need to ensure that you aren't blocking the pavement by doing so. In any case it is best to set up where there is a wider space so that people can stop to look at your stall.

It is important to make your stall look attractive and tidy, try getting a piece of coloured material to cover your table. Positive Money can provide you with a banner, coloured flyers, and other materials. We can also provide you with crib sheets to get immediate feedback on the flyers. Get in touch with Frank, frank.vanlerven@positivemoney.org for more info.

Before you start, get all the group members together and think about how you are going to approach people. What's the simplest and most interesting line you can use to approach people with? If you have more than two people helping with the stall, some of you can use clipboards and rove around the stall getting sign-ups.

If you run a street stall in the town centre during shopping hours you can reach lots of people. The downside can be that people are in a hurry and not inclined to stop. So it is also useful to

run stalls at events where people have more time, or where a greater proportion of them are likely to be sympathetic. Keep a look out for such events locally, including fairs and festivals.

Stunts

Positive Money has not taken part in any stunts yet. If your local group wants to carry out stunts then please get in touch with Frank
frank.vanlerven@positivemoney.org

Public Meetings and Speakers

It is often a good idea to put on a public meeting to raise the profile of the campaign. We can provide a trained speaker to talk about the campaign, provided enough notice is given. We also plan to ensure there are eventually two trained speakers in each local group (please get in touch with Frank for more information). Public meetings are a great way to involve new people and those already in your group who are only able to be involved occasionally.

You will need to advertise the details of your event widely at least two weeks in advance using Facebook, our website, noticeboards, email lists and posters and leaflets in cafés and other local venues. Colleges and universities, community centres, churches and libraries should all be covered.

It can also be really useful for members of the group to give a short introduction about Positive Money to a meeting of another local group, such as a local political party, trade union branch, or NGO.

Lobbying

If you have a well established local group, that is working hard to raise awareness about Positive Money in your local area, then it is a good idea to meet and talk to your local MP about the issues. But before you do get in touch to find out if your MP has had any prior contact with Positive Money, email Fran at fran@positivemoney.org.

Depending on who your MP is will determine how to approach them.

For example if they are a member of the Treasury Select Committee, or an economics working group, it will be good to make sure your local group are confident with some of the technical jargon and economics arguments.

Get in touch to find out if your MP has had any prior contact with Positive Money, email fran@positivemoney.org.

If you don't want to meet your MP, but want to make contact, and make them aware of the local group, then writing letters to your local MP can have an influence, especially if the same person gets lots of letters from your local group.

See our Educate your MP section of the website for more info:

<http://www.positivemoney.org/get-involved/educate-your-mp/>



FUNDRAISING

Compared to most not-for-profits and charities, we're tiny and don't have any huge funders to support our work, although we are tackling one root cause of many problems. We depend on the monthly donations of around 450 individuals to provide half of all our funding, plus a number of grants from smaller charitable trusts. Therefore we are not in a position to provide grants for projects of local groups as other not-for-profits and charities do. But there are ways to raise funds for the activities of your local group. If you are running an event that incurs a venue hire cost, you should try and charge an entry fee (can be donation-based) to ensure you cover the costs.

When your local group grows bigger, it will be useful to have a specific bank account to hold funds collected at events. You will need limited funds to cover campaigning costs such as postage, photocopying, venue hire for meetings and events, and materials and props for stunts.

However, it is important that members know that they're not donating to the main campaign, so that they don't completely ignore our national funding appeals.

Local Membership Recruitment

If your group will incur on-going costs (e.g. room and equipment hire), you may ask for an annual member subscription. This fee can vary (from £3 to £10 a year), so feel free to set a membership sub which you feel is reasonable and which will adequately support your activities.

For example, you may have a sign up sheet at events where people can give contact details for your mailing list, and in addition people can choose to be 'a supporter of X group', giving a donation of £5 a year. You may find that plenty of people are willing to donate in this way, particularly if they support the aims of the group but do not have the time to be actively involved.

Another way to raise money is to sell our Modernising Money books. We ask you to pay £5 per book that you would like to sell (which covers the postage as well as printing costs, and a small amount goes to funding Positive Money's operational costs). You can then sell the book for £10-15, and keep the difference for funding your group activities. If you choose to pursue this method of raising funds however, there must be some sort of practical plan for how you want to utilize the funds in the future.

Events

Events are a great way to raise money to support Positive Money's campaigns; although of course they primarily act as an effective way to raise awareness of our issues.

Your group can hold pub quizzes, themed dinners, film screenings. Funds raised at events such as film screenings can be boosted by group members making cakes and snacks to be sold on the night.

Sponsored events are also a good way to raise money. If you or anyone in your group, or even a friend or family member, is taking part in a sponsored event why not raise funds for Positive Money? This form of fundraising has become even easier since the 'Just Giving' website (www.justgiving.com) and similar online fundraising sites have been set up. Just set up your own page and circulate the link far and wide.

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