

## Starting a Positive Money local group

Welcome to Positive Money's network of groups and activists!

This pack should provide you with the information and advice needed to start a local Positive Money group in your area.

Feel free to get in touch at any point: [mira@positivemoney.org](mailto:mira@positivemoney.org) or simply call the office on 0207 253 3235.

### *What does a Positive Money local group do?*

Positive Money local groups provide a chance for people to meet and discuss issues and 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 local community and decision makers.

No two PM groups are the same and the level of activity depends on the interest and capacity of the groups members.

Most groups meet once a month and their activities include:

- Holding talks and public meetings
- Organising stalls at community events
- Organizing local actions
- Lobbying their MP
- Writing to local papers
- Reading and discussing Modernising Money

### *Start a group in 7 easy steps:*

1. Check there isn't a group in your area – check online at: <http://www.positivemoney.org/get-involved/local-groups/>
2. Organise a first gathering. This can be as informal as you like and provide an opportunity to meet interested campaigners in your area. The first thing is to choose a date and venue
3. If you would like one of our trained speakers to come along - get in touch with Fran ([fran@positivemoney.org](mailto:fran@positivemoney.org))
4. Publicize your gathering. We can put an event up on our website but to get more people interested you have to put a bit of leg work in.

- a. We can email the newsletter subscribers we have which have postcodes in your area. We will need a few weeks warning though, since we don't want to send out too many emails at once. Contact Mira [mira@positivemoney.org](mailto:mira@positivemoney.org) to arrange this.
  - b. A Facebook event is very useful to try and invite as many people in the area you know who might be interested.
  - c. It's worth advertising through other grassroots groups if possible good places to start are: Transition, Quaker groups, Students (if there is a University in your area) – they may want to join, but it is always good to make contact with other groups to make your groups known to pre-existing networks in the area.
  - d. You can publicise the meeting by placing posters in places such as the local library, churches, town hall etc.
  - e. You could also place an advert your local paper
  - f. It's also useful to post details of your meeting on websites such as [www.indymedia.org.uk](http://www.indymedia.org.uk) or other local online listings.
  - g. **Click here for more tips on organizing the events:**  
<http://bit.ly/11O2srR>
5. So that we can promote the event, please send the following details to [mira@positivemoney.org](mailto:mira@positivemoney.org)
- a. What (e.g. film screening, talk, meetup in pub? – see ideas below)
  - b. Where (address)
  - c. When (start time and date)
  - d. A link to a google map, or directions to the venue
  - e. Programme, if there is one
  - f. If it is free or if there is a cost how much (or donations welcomed?)
  - g. Any other details that are relevant
  - h. Let us know if you are happy for people to respond directly to you, via email. (They can respond to us if you do not want your email address to be shared)
- Then we will send an invitation to all people in your area. We will also publish the event on our website and promote it via social media.
6. After the first meeting, you will need someone to volunteer to be the main point of contact for the group. Let Mira ([mira@positivemoney.org](mailto:mira@positivemoney.org)) know the contact email that can be listed on Positive Money website as the contact point for new members.
7. You can then set up your own group webpage on the Positive Money website – Mira will send you the instructions.

## *Ideas for the First meeting*

### **Facilitating an informal meet up**

Depending on how many people turn up, you may want to have an informal ice-breaker question or 'check-in.' If there is either about 15 people or less you can probably just go around the table and ask everyone the same question. If there is more than 15 people you could either break into 2 groups (and try and find a facilitator for the other group) or ask people to discuss in groups of 3-4. 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:

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

*What should the aims of the local group be?'*

*What kind of things do you personally want to take part in e.g. helping to organize events, deliver Positive Money talks, take the minutes at group meetings?'*

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.

Some people may wish the local group to be a discussion group to further their understanding about Positive Money's proposals (Some local groups start out as a 'reading group' for Modernising Money). Others may want to organize events. Obviously the local group will evolve through time but its 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.

### **Where to hold the first meeting?**

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? Would anyone be happy to meet there? 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 to others.

### **Other events**

If your first event is more formal e.g. film screening or talk, it would be worthwhile at the event stating that you would like to form a local group that meets once a month to discuss Positive Money's proposals, organize events in the local area, and grow the

movement. Tell people to give you their name and email if they are interested (make sure you have a form to write these down).

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.

### *Any questions?*

Please also read the more detailed Local Groups Handbook, and Local Groups Strategy Document that have more information about the role of Local Groups in growing the Positive Money movement.

We always want to help you with setting up a group or with any questions and difficulties you may come across.

You can get in touch with us by emailing [mira@positivemoney.org](mailto:mira@positivemoney.org) or calling us on 0207 253 3235.

**Good luck!**