



CAMPAIGNERS GUIDE

2021



THE SALVATION ARMY,
UNITED KINGDOM TERRITORY
WITH THE REPUBLIC OF IRELAND



DEAR COLLEAGUES,

The Salvation Army embraces social justice as part of our Christian mission. We seek to speak in the public square about the matters that relate to loving our neighbours as ourselves and as an expression of loving God.

Achieving this across all society requires engagement with the powers of this world to fight against systemic and structural injustices and to fight^[1] for the establishment of God's Kingdom on Earth as it is in Heaven (Matthew 6: 9-10).

The creation of humanity in the image and likeness of God (Genesis 1:26-27) not only implies the worth of the individual, but also a requirement that humans beings too are just, loving and merciful, so that when God chooses Abraham to establish his people, the task is to "keep the way of the Lord by doing righteousness and justice" (Genesis 18:17-19).

Influencing public policy that impacts the people we walk alongside is an important part of the Army's mission. The Salvation Army is non-party political.

The Army must not endorse any political party or give the impression that it is supportive of a party per se. This applies both during elections periods and beyond. This is not only a legal requirement but has long been a moral one to ensure we speak for all in the communities we serve.

The Army's work in this regard is governed by charity law. The guidance set out by the Charity Commission need not be alarming – as long as we conduct our work in a non-partisan way on issues that service the aims of The Salvation Army then there need not be a cause for concern.

You can read the full Charity Commission guidance here: <https://bit.ly/3avzjzh>

When elections are called there are specific legal rules governing how the Army and other charitable organisations should operate. The Public Affairs Unit always provides guidance about Army activities immediately before and in the run up to elections.

We have produced this guide to help people who represent The Salvation Army in their communities make representations to your locally elected members. We know some people are nervous about engaging with people who appear to be powerful and important. You should not fear. You have important messages to communicate based on your experience of working with people in the same communities they are seeking to serve. Politicians and civil servants should welcome you when you speak truth to power.

The Public Affairs team are keen to help you do that and we hope this booklet will give you the tools and confidence to do so.

Matthew Sowemimo
Head of Public Affairs

Dean Pallant, Lieut-Colonel
Secretary for Communications



CONTENTS

04.
WHAT YOUR ELECTED MEMBER CAN OFFER YOU, AND WHAT YOU CAN OFFER THEM

06.
HOLDING A MEETING WITH YOUR LOCALLY ELECTED MEMBER

06.
PREPARING FOR THE MEETING

07.
DURING THE MEETING

08.
TALKING ABOUT THE SALVATION ARMY'S WORK



[1] The Salvation Army and the State, 2011



WHAT YOUR ELECTED MEMBER CAN OFFER YOU, AND WHAT YOU CAN OFFER THEM



LOCAL CHAMPIONS

While the Public Affairs Unit nurtures relationships directly with parliamentarians, there are important opportunities to be had for Salvation Army representatives to establish and build local relationship with elected members.

Elected members can be highly influential in their communities and are important champions to local causes. They are in a position to elevate these both locally, and nationally.

In turn, elected members can also provide practical support to tackle any local challenges groups and organisation face. For our work locally, they can prove to be important and uniquely placed to be a champion for The Salvation Army.



INSIGHT

Elected members' time is in demand – so they are unlikely to approach The Salvation Army to listen to the important insights we can offer locally; therefore, it is often incumbent upon us to approach them.

The work done across the territory is valuable and important for elected members to be able to best understand and represent their constituents, particularly those that we serve.

Elected members also come into contact with many people who may benefit from being signposted to some of our services or work in the community. There are already many fantastic examples of elected members signposting people to The Salvation Army when there is a clear understanding of the work we do, and where we are uniquely placed to help.



NATIONAL CHAMPIONS

Relationships nurtured at a local level are invaluable to our national work.

The Public Affairs Unit nurtures relationships with parliamentarians and policy makers, however this is only part of the national effort to tackle the injustices imbedded in our communities.

With every engagement you have with your elected member(s) – whether that be through meetings, email or conversation – you will be actively contributing to the work of the Public Affairs Unit by realising our work at a local level and influencing the public policy that impacts the people we walk alongside.

Elected members – armed with an understanding of our work in their communities – can pick up the mantle on our national policy asks to secure positive change in behalf of those we serve.



HOLDING A MEETING WITH YOUR LOCALLY ELECTED MEMBER

HOW TO PREPARE

Elected members can be contacted via their parliamentary or constituency offices.

Details of how to contact your elected member can be found on their website. You can also find out who your elected member is by using the postcode look-up feature on your parliamentary website:

- Parliament.uk
- Parliament.scot
- Senedd.wales

WRITING TO YOUR ELECTED MEMBER

In your letter requesting a meeting it is beneficial to set out a clear topic for discussion at the meeting. If you are able to give your elected member some background this will help focus the meeting.

Not all elected members will be familiar with the work of the church. So you may want to give your elected member a brief description of the work of the Army in his/her constituency or ward. This may also help ensure your elected member does not devote some of the time in your meeting to asking basic questions.

Its important that letter is of course dated or given a reference in case you need to follow up the correspondence with their office and staff. We would encourage you to keep all copies of correspondence with your elected member.

Chase up your letter two weeks after you have sent it if you have not received a reply or acknowledgment.

BEFORE THE MEETING

In preparing for the meeting try to spend a bit of time researching your elected member's biographical background and what she/he's key campaigns are.

Almost all elected members have personal websites and social media channels and they will include this information. It may be that you can make a link between something in their background or past work and the Army's activities. The Public Affairs Unit can also assist in gathering information on your elected member.

Decide what the key things you want your elected member to take away from any meeting in advance of it.

DURING THE MEETING

If you are going in to the meeting to discuss a public policy matter, frame a very clear and simple question to your elected member at the beginning of the meeting.

This will help focus the meeting and give you a chance to bookend the meeting by making sure you are able to loop back to the original question or ask.

Don't 'talk at them' but give them time to respond. The greatest value in the meeting is hearing what your elected member has to say in respond to your views or concerns. The more you spend the time to talking, the less time that they have to reply.

Be ready to give clear examples to support your point. We would encourage you to make your examples as local as possible. Elected members are most interested and motivated by information about what is happening in their constituency.

If you are able to have someone who is directly affected by the issue join you and share their experience through a prepared short testimony, it can humanise and bring to life the issues politicians

Before allowing the meeting to close, come back to the question you posed at the beginning. Did you get an answer or a commitment to one? Were there any action points agreed?

Think about how you will follow up on the meeting. Write a letter after the meeting thanking your elected member for meeting you and summarising what was agreed.

AFTER THE MEETING

Elected members regularly publicise their meetings.

They want to show that they are active in their constituencies and are making local connections. So you may well find that your elected member puts an article about your meeting on their Facebook or Twitter page. You could be asked to pose for a photograph with your elected member.

At the same time, it is worth considering how you can advertise the meeting yourself. If you have any social media channels you too could post that you have met with your locally elected member, and what it entailed. It would also be helpful if you can update the Public Affairs Unit on the outcomes to keep us all working from the same page.



SALVATION ARMY'S SERVICES

Most elected members will have only a partial understanding of The Salvation Army's work as a church. So it is important to be ready to give them an overview of what we do. You could prepare a short document summarising your key services, who the beneficiaries are, as well as your spiritual and pastoral work. If you work with specific groups of people, like the over 65s or young children, then please state this.

If you record any data about the people that you help through your services, including through the Practical Assistance Record, you can show them the number of people who use these services.

Think about whether the nature of any of our services demonstrate a gap that may be available in the provision and scope of statutory services at a local level. This is something that your elected member needs to be made aware of.



HOW THE PUBLIC AFFAIRS UNIT CAN HELP YOU

The Public Affairs Unit (PAU) exists to develop relationships with policymakers and parliamentarians. We can help you prepare for and follow up on your meetings with your elected member.

Specifically we can:

- Provide advice on how to campaign on a local issue which is outside of PAU's national work
- Supply statistical information on issues relating to your area
- Brief you about our national campaigns on rough sleeping, modern slavery and employment and provide you with written resources on these
- We coordinate online campaign actions that you can participate in, amplifying your voice alongside officers from elsewhere in the territory
- Watch out for the Communications bulletin as this will keep you up to date with PAU campaigns and policy briefings

You can contact us at the Public Affairs maildrop.

USEFUL RESOURCE

You can find out how your parliamentarian has voted in parliament using the [theyworkforyou.com](https://www.theyworkforyou.com) website.

Parliamentary websites also allow you to look at parliamentary debates and get biographical information on your member of parliament:

- [Parliament.uk](https://www.parliament.uk)
- [Parliament.scot](https://www.parliament.scot)
- [Senedd.wales](https://www.senedd.wales)

Your local council website will tell you the range of the authority's services.



The Salvation Army is a church and registered charity and operates a wide variety of residential and community-based support services across a range of sectors, including homelessness, employment, and debt advice, throughout the UK and Ireland. Our network of over 650 corps offers support to local people in need of practical assistance. The Salvation Army's Debt Advice Service has been providing advice and support to people whose debt ranges from a few thousand pounds to tens of thousands of pounds. Every year our advisers work with people and help them make a realistic plan to repay their debt and find sustainable solutions to their problems so that they can get back on their feet.

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