



# 1 for 7 Billion action handbook

This handbook sets out a range of ideas for how to take action with the 1 for 7 Billion campaign in your local community.

Every one of the 12 actions here will help raise awareness, mobilise grassroots and build a critical mass of support for a fair, open and inclusive process to appoint the best UN leader in 2016.

In March 2016, UNA-UK met for a day of debate and action on the [1 for 7 Billion](#) campaign to change the way in which the UN's Secretary-General is selected. This handbook features the campaigning ideas that participants came up with on the day, combined with some of UNA-UK's own.

Useful campaigning resources can be found on [page 7](#), which will equip you with everything you need to take action with 1 for 7 Billion.

**We want to hear from you!** Let us know about your campaigning activities by emailing UNA-UK's Campaigns & Communications Officer, Isabelle Younane: [younane@una.org.uk](mailto:younane@una.org.uk)

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## 1. Local leaders

- Action:** Write a letter to local faith, business and political leaders. Ask them to make a statement on what makes great leader, and why they think we need a strong UN leader. Use their statement to draft a news article for your local newspaper
- Audience:** Local faith, business and political leaders. Wider readership of your local newspaper
- Outcome:** Hold prominent individuals publicly accountable for supporting the 1 for 7 Billion campaign
- Follow-up:** Share the news article on social media and with UNA-UK. Email the article to your friends and colleagues. Keep in touch with the local leaders via email, directing to them to the ['sign-up' page](#) of 1 for 7 Billion website and sending [campaign updates](#)

**What you'll need:** Contact details of local leaders, contact details of your local newspaper, writing ability and the power of persuasion  
[Click here for a full list of campaigning resources](#)

## 2. Public poll

- Action:** Organise a public poll, enabling your community to vote for which of the [official candidates](#) they would like to be next UN leader. Publicise using posters, featuring photos and CVs of candidates
- Audience:** Local community, university students, colleagues
- Outcome:** Find out who is the most popular candidate and improve public scrutiny of the selection process
- Follow-up:** Share the results with members of the public via post or email. Send results to UNA-UK, and/or to contacts within the UN

**What you'll need:** A digital polling tool like [Survey Monkey](#) (if online), materials to create posters ([design software](#) and access to a printer), permission to display posters in public places, email addresses of friends, colleagues (or universities)

## 3. Schoolchildren vs. MPs

- Action:** Arrange for local schoolchildren to ask their MP a question about reforming the process by which the next United Nations leader is

chosen. This could be via email, or through an organised meeting between schools and MPs

- Audience:** Local community, local council, schoolchildren, local MP, media
- Outcome:** Media exposure of the position of MPs on a fairer Secretary-General selection process. Engagement of young people
- Follow-up:** Incorporate the MP's answer into an article, and submit to your local newspaper. Follow-up with your MP on his/her response

**What you'll need:** Contact details for [local schools](#) and [MP](#), writing ability, permission from local schools  
[Click here for a full list of campaigning resources](#)

#### 4. Sustained lobbying

- Action:** Broad actions including: generating a social media storm on Facebook and Twitter, and maintaining personal communication with your MP and local decision-makers on this issue. The effort should be sustained and long-term
- Audience:** Local community, youth, decision-makers, local NGOs
- Outcome:** Increasing the awareness of MPs and the wider community about 1 for 7 Billion
- Follow-up:** Report back to MPs and other interested parties on the development of the campaign

**What you'll need:** Internet connection, social media presence, [contact details of local MP](#)  
[Click here for a full list of campaigning resources](#)

#### 5. Street stunt

- Action:** Dress in 'UN blue' and hand out 1 for 7 Billion [flyers](#) and [mock job ads](#) on your local high street. *(Optional)* Ask people to nominate who they want to be the next UN leader. Take email addresses
- Audience:** Local community, people who may not be online
- Outcome:** Ensuring as many people as possible have heard of 1 for 7 Billion
- Follow-up:** Share the photos with UNA-UK and via social media. Send emails to new supporters, directing them to the [sign-up page](#) of the 1 for 7 Billion website

**What you'll need:** Blue clothes, a few friends, Access to a printer, 1 for 7 Billion [flyers](#) and [mock job ads](#), a camera (or mobile phone), and a black marker pen  
[Click here for a full list of campaigning resources](#)

## 6. Mock election

**Action:** Organise a 'mock election' in a nearby university. Nominate students to campaign for election as UN Secretary-General. Invite other students and members of your local community to the election. Publicise via social media. Conclude with a university-wide petition for a fairer process and submit it to your local MP

**Audience:** Students, academic staff, local community, local schools, local decision-makers, media

**Outcome:** Raise awareness about the selection process, secure support for a fairer process, secure local media coverage of the election

**Follow-up:** Film the election and write a follow-up blog post. Share the footage and write-up with UNA-UK and via social media

**What you'll need:** Contact details of your [local university](#), camera (for filming), social media presence, writing ability, [contact details of local MP](#)  
[Click here for a full list of campaigning resources](#)

## 7. Campaign stall

**Action:** Hold an information stall at a local, fair or farmers' market. Provide 1 for 7 Billion flyers and mock job ads, and register new supporters by take people's names and email addresses

**Audience:** Families, children, rural community, local decision-makers

**Outcome:** Raise awareness about the 1 for 7 Billion campaign and gain supporters

**Follow-up:** Send follow-up emails to new followers, directing them to the [sign-up page](#) of the 1 for 7 Billion website and providing them with campaign updates

**What you'll need:** Access to a printer, 1 for 7 Billion [flyers](#) and [mock job ads](#), permission to hold a stall, a table  
[Click here for a full list of campaigning resources](#)

## 8. Produce posters

**Action:** Produce a poster about the 1 for 7 Billion campaign, which asks: “Who should lead you/your children?” Direct them to the [1 for 7 Billion website](#) or encourage them to write to their MP. Put on display in schools, universities, workplaces, libraries, post offices etc.

**Audience:** Students, schoolchildren, parents, local community, colleagues

**Outcome:** Raise awareness about 1 for 7 Billion

**Follow-up:** Talk to friends and colleagues about the poster, ask if they think it is effective. Send a copy of the poster to UNA-UK

**What you'll need:** Materials to create posters ([design software](#) and access to a printer), permission from public places  
[Click here for a full list of campaigning resources](#)

## 9. Blog post

**Action:** Who is your favourite candidate in the race to become the next Secretary-General? Write a blog on why you want she or he to hold the UN top spot

**Audience:** Friends, family, colleagues, students, young people

**Outcome:** Provide vital scrutiny on the credentials of official candidates

**Follow-up:** Share the blog on social media and with UNA-UK. Email the blog post to your friends and colleagues. Reply to any comments you receive on your blog post. Record the number of views and shares

**What you'll need:** An internet connection, [a blogging platform](#), email addresses of your friends and colleagues, writing ability  
[Click here for a full list of campaigning resources](#)

## 10. Social media chain

**Action:** Organise a social media storm by sending seven tweets about 1 for 7 Billion, and asking seven more people to send seven tweets, and so on

**Audience:** Young people, students

**Outcome:** Raising awareness about 1 for 7 Billion

**Follow-up:** Check that your chosen seven people have each posted seven tweets. Count the total number of likes and retweets

**What you'll need:** A Twitter account, seven friends  
[Click here for a full list of campaigning resources](#)

## 11. Cross-party debate

**Action:** Help secure parliamentary activity in the House of Commons via Prime Minister's Questions or debates on [the reforms](#) tabled by the 1 for 7 Billion campaign. Send briefings to MPs in advance and apply pressure via social media and letters

**Audience:** Parliamentarians, constituents, media, wider public

**Outcome:** Increase parliamentary support for 1 for 7 Billion reforms. Improve national scrutiny of the selection process

**Follow-up:** Pitch a follow-up news article to your local newspaper. Follow up with supportive MPs, sending links to the [1 for 7 Billion website](#)

**What you'll need:** [Contact details for MPs](#), writing ability, internet access  
[Click here for a full list of campaigning resources](#)

## 12. Twitter questions

**Action:** Ask 10 questions in 10 days to Secretary-General candidates on Twitter, using the hashtag #UNSGcandidates. Guidance provided here: [www.unngls.world](http://www.unngls.world). **Hurry – you only have until 20 March to submit your questions!**

**Audience:** Young people, students, Secretary-General candidates (if your question is selected)

**Outcome:** Raising awareness about 1 for 7 Billion, widening out the selection process to include public scrutiny of candidates

**Follow-up:** Counting how many retweets/likes you receive, sharing your success with UNA-UK

**What you'll need:** An internet connection and a Twitter account  
[Click here for a full list of campaigning resources](#)

## Campaigning resources

### **1 for 7 Billion website**

Sign-up page: [www.1for7billion.org/sign-up](http://www.1for7billion.org/sign-up)

Campaign updates: [www.1for7billion.org/campaignnews](http://www.1for7billion.org/campaignnews)

Why it matters: [www.1for7billion.org/why](http://www.1for7billion.org/why)

What we want: [www.1for7billion.org/ten-urgent-reforms](http://www.1for7billion.org/ten-urgent-reforms)

Policy platform: [www.1for7billion.org/policy-platform](http://www.1for7billion.org/policy-platform)

List of candidates: [www.1for7billion.org/candidates](http://www.1for7billion.org/candidates)

Background resources: [www.1for7billion.org/resources](http://www.1for7billion.org/resources)

### **Printable resources**

[Mock job ad](#)

[1 for 7 Billion flyer](#)

### **Other useful resources**

1 for 7 Billion campaign video: [www.youtube.com/watch?v=VFml1r77JAU](http://www.youtube.com/watch?v=VFml1r77JAU)

Find your MP: [www.theyworkforyou.com](http://www.theyworkforyou.com)

Ask a question to SG candidates: [www.unngls.world](http://www.unngls.world)

Free polling software: [www.surveymonkey.co.uk](http://www.surveymonkey.co.uk)

How to set up a Twitter account: [support.twitter.com/articles/100990](http://support.twitter.com/articles/100990)

Twitter analytics: [analytics.twitter.com](http://analytics.twitter.com)