



Campaigning for WaterAid

Your part in creating a world where everyone,
everywhere has safe water, proper toilets
and good hygiene.



The power
of your
voice

wateraid.org/uk/campaigns

TAPS AND
TOILETS FOR

everyone



everywhere
2030


A little pocket
to keep your
campaign
extras together

Welcome to your guide to campaigning for WaterAid!

Here's what you'll find in this booklet:

Welcome 04

A brief history 05

The power of your voice 06

How to get started 08

Your MP and you 11

How your actions create change 14

Not sure if you're a campaigner? 16



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Hello

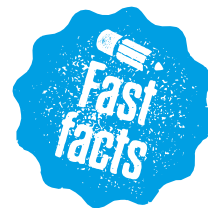
When you're campaigning for WaterAid, you'll be part of creating a world where everyone, everywhere has safe water, sanitation and hygiene.

We know you want to reach this day as soon as possible, and so do we. Our vision is to achieve this by the year 2030. To do so, we'll need to influence governments and key decision-makers – and to do that, we'll need you to help us.

The people who make the decisions that matter are influenced by people just like you who take the time to make their voices heard. That's why you are so important!

The global water, sanitation and hygiene crisis

Access to safe water and toilets is recognised as a universal human right, yet:



748 million

people still don't have clean, safe water.



More than 1,400 children

die every single day from diarrhoeal diseases – diseases which could be prevented with access to a safe water supply, good hygiene, and a proper toilet.



2.5 billion

people have nowhere safe or hygienic to go to the toilet.



“What are we going to do about this?”

A brief history

WaterAid began in 1981 thanks to a group of individuals from the water industry in the UK. After learning about the global water and sanitation crisis at a United Nations conference, they came back and asked their colleagues, “What are we going to do about this?” Together, they decided to set up a new charity, and volunteer groups were soon raising awareness and funds across the country.

After starting in Sierra Leone, we now work in 26 countries in Africa, Asia, the Pacific region and Central America. Thanks to our supporters, we have helped over 21 million people gain access to safe water, toilets and hygiene.

WaterAid works closely with local organisations on the ground to deliver projects and make sure they're built to last. Our campaigning work is just as important because influencing policy-makers helps lay the foundations for a future where countries can deliver and manage their own water and sanitation services.

“Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has.” Margaret Mead, anthropologist



The power of your voice

Here in the UK, we work to influence our Government, for two reasons. Firstly, to address the global crisis we need to spend more of our overseas aid budget on safe water, sanitation and hygiene. Secondly, we are a world leader in international development and can therefore influence other governments and institutions to do more too.

Why do you need me?

It's people like you who raise awareness of the crisis and what needs to be done to end it. Our policy team carries out and collates detailed research to reveal where, how and why people don't have access to safe water and toilets. Supporter actions like yours make sure that their reports explaining how to tackle these problems come to the attention of the right people. They also keep decision-makers accountable for the commitments they make – it's much harder to break a promise when you have made it public.

You won't be campaigning alone. In all the countries where we work, we empower local people to demand their rights to safe water and sanitation, so that they can put pressure on their decision-makers. By taking action here in the UK, you'll be campaigning right alongside them.

“We were nervous when we went to our MP, but he promised to help us. After the meeting we felt very good! Our voice was being listened to. The men respect us more now.”

Shamola Rani Mondol, 24, Bangladesh



Manisha,
Delhi

Next year I will be
9
and I would like
CLEAN TOILETS IN SCHOOLS



How can I get started?

Campaigning can take you as much or as little time as you would like to spend doing it – you can mix and match your actions to suit you.

If you only have a minute:

Sign an online petition. Visit www.wateraid.org/uk/campaigns where you will find the latest campaign.

If you have two or three minutes:

Email your MP. You'll find a suggested message on our website that you can send to your MP in two simple clicks.

If you have up to half an hour:

Email your MP, taking a bit of time to make your email really personal. You can start with the suggested message and edit it to reflect why **you** think they should take action. A great way to make your email really relevant is to do a bit of research about your MP.

If you have up to an hour:

Why not put pen to paper instead? MPs receive lots of emails, so a letter really stands out. You can find your MP's local constituency address on their website. Keep a copy and please send one to WaterAid too.

If you have more time:

How about getting out in your community and collecting petition signatures? It's a great way to raise awareness by talking to people about the issues. Download a petition sheet from the campaigns section on the website.

If you have even more time:

Make an appointment to see your MP, and even better get a group of people to go with you.

Meeting
Chuka Ummuna MP



★ Your MP and you

Building a relationship with your MP is one of the most effective ways you can influence important policy changes. With 650 MPs in Westminster, we can't possibly get to know them all – you can do something that we can't. To most MPs we may be just another organisation, easy to forget among the many vying for their attention.

You're their constituent – they want to hear from you, it's their job to represent you. You only have one MP so even if you disagree with their views, they are still there to help you and act on your concerns.

Contacting your MP

As with any other individual, the best possible way to influence your MP is to meet them face-to-face. You can do this by making an appointment to see them (most will have specific times set aside for meeting constituents – usually a Friday). If you don't have time to meet them or prefer not to, send an email, write a letter or contact them through social media.

What to do if your MP hasn't answered your email/letter

MPs receive lots of correspondence, so cannot always reply immediately. If you haven't heard back after about two weeks, follow up your email or letter with a phone call, or make an appointment to see them.

Researching your MP

To make your communications with your MP really personal, there is no substitute for research. A good place to start is www.theyworkforyou.com – where you'll find a record of pretty much everything your MP has done in Parliament. Use the site to find out what questions they have been asking, and also set up useful alerts.

Top things to look out for:

- What is your MP's majority? Are they in a safe or marginal seat? (MPs in marginal seats have more to gain from wooing voters.)
- Where did they grow up and go to university? What did they study? Do you have anything in common with them?
- Have they had any other jobs before becoming an MP? Might that experience be relevant?
- What countries have they visited? If they have been to any of the countries WaterAid works in, find out some facts about them on our website at www.wateraid.org/uk/where-we-work

“People will forget what you said, they will forget what you did. But they will never forget how you made them feel.”

Maya Angelou

- Does your MP have any interests in one of the areas that water, sanitation and hygiene are linked with? For example, nutrition, gender equality, violence against women, education or health?
- How does your MP prefer to be communicated with? Are they on Twitter or Facebook? Do they blog? Or would they prefer a more traditional approach?

How your MP can represent you in Parliament

Here are some of the ways your MP can check up on the Government's progress — if you're not sure which one to ask them to do, just get in touch and we'll let you know what would be most effective at that time.

- **Write to or meet with the International Development Secretary:** Ask your MP to let you know the outcome of this contact.
- **Ask a Parliamentary Question (PQ):** MPs can 'table' questions, for written or oral answers, to the appropriate minister in the House of Commons.
- **Table or sign an Early Day Motion (EDM):** These are Parliamentary petitions that allow MPs to put their opinions on the record and canvass the support of other MPs.
- **Raise the issue in an adjournment debate:** The last half-hour of each day in the House of Commons is time when a backbench MP can propose a debate for discussion and the minister responsible replies.

Top tips for meeting your mp

Talking

You'll probably only have 10-15 minutes, so think about what you're going to say in advance and perhaps make a note of your key points. Try to focus on the points that you think your MP will find most interesting, based on your research.

Listening

Listen to your MP's response and try to make a note of what they say. Prepare answers to questions you think might come up but don't worry if they ask a question that you can't answer. You can always contact us and send a response to the MP afterwards.

Afterwards

Write to your MP to thank them for meeting you. Remind them of your key points and confirm what action you agreed. Let us know how it went and if anything came up that you found tricky or seemed particularly effective.

Securing action

At the end of the meeting get a promise on what action they will take. Writing to your local paper is a good way of holding your MP to account.

Remember

Your MP is only human, and they work for you, so don't be intimidated. You have a right to speak to them and they're keen to meet with you. MPs rely on constituents to inform them of the issues that concern them. They are there to raise your concerns with the Government and use their influence on your behalf.

Last but not least

Don't forget your story. You don't have to be a policy expert to influence your MP, it's your passion that's important — so make sure you share why this is a cause that you personally care about so much.



How your actions create change

The 0.7% Bill

On 9 March 2015 we witnessed a historic moment in UK Parliament: Michael Moore's 0.7% International Development Bill passed its Third Reading in the House of Lords, meaning this important legislation will now become **enshrined in law**.

This will commit the UK Government to spending 0.7% of the UK's gross national income on international aid.

Supporters made it happen:

Through a coalition with many international development organisations, we established a campaign to urge our supporters to write to their MPs to ask them to be present for critical votes. We needed at least 100 supportive MPs to turn up for key votes at the second and third readings, otherwise the Bill would have failed.

With the dedication of our supporters we succeeded in getting **164 MPs** to vote in favour of the Bill at second reading, and **146 MPs** to vote in favour of the Bill at the vital third reading.

We used social media to ask MPs to attend the debates and thanked them for turning up. Our supporters' efforts even helped get the campaign hashtag #turnupsavelives trending on Twitter!





Not sure if you're a campaigner?

It's easy once you get started!

Linda Shurlock is a WaterAid campaigner. She explains how she first plucked up the courage to visit her local MP and ended up influencing Government decisions at an international level.

“ At one time, there was no way I'd have said that I would do something like join a campaign or contact my MP. It just wasn't me — I wasn't a 'campaigner'. But now I've taken action and spoken to a Parliamentarian, I know just how much of a difference it can make to people who need our help. If I can do it, so can you!

In 2011, I went to meet my MP at the time — Health Secretary, Jeremy Hunt. When I got there it was less scary than I thought. Knowing that I was well prepared thanks to the WaterAid



briefing pack and buoyed by the knowledge that it really matters that we convince MPs, I got across all my key points and had a really interesting discussion.

Jeremy said he would write to the International Development Secretary Andrew Mitchell and encourage him to attend an important meeting coming up at the World Bank in Washington. Mission accomplished!

Then, a few weeks later, I heard the news that Mr Mitchell had agreed to attend the meeting. What a champion moment! It felt so rewarding to be part of the huge effort that had achieved this — because it wasn't just me. Work by WaterAid staff combined with thousands of supporter emails, hundreds of supporter letters, and dozens of visits to MPs made a difference.

A single visit to one MP might seem small but I felt like I'd done something extraordinary. And I had.

“ I know just how much of a difference it can make to people who need our help. If I can do it, so can you! ”

The story doesn't end there. In April 2012, Mr Mitchell announced from Washington that he was to double the UK's commitment to water and sanitation. It was a profoundly moving moment for me. I felt so proud that I'd been part of WaterAid's campaign which has resulted in a pledge to provide 60 million people with access to safe water and sanitation by 2015.

Now, the word 'campaigns' or 'campaigner' don't frighten me anymore. They make me feel proud. And I know I'm not alone because we are all capable of being campaigners, even if we don't know it yet.

However big or small our actions, if we work together, we can deliver extraordinary things. ”



Meet 15-year-old WaterAid supporter George Rosenfeld. Here's what he has to say about why campaigning for WaterAid means so much to him.

“ On 15 January I helped launch the action/2015 coalition here in the UK, along with 15-year-old representatives from other organisations. Together, we told decision-makers about the kind of world we want to see.

Why? Because during 2015, governments will make decisions about our future, which are more critical now than ever before.

A long way to go

In just my lifetime the world has, in many ways, changed for the better. Half a billion people are no longer living in extreme poverty, and over a billion more people have access to safe drinking water. But we have such a long way to go.

In September 2015, world leaders will set global targets for the next 15 years, the Sustainable Development Goals. These targets could include an end to extreme poverty and universal access to safe water and toilets by 2030.

Because of this, this year marks the perfect opportunity to get involved with campaigning and raising awareness about the things that are important to us as a human race. But it won't stop there. After the commitments are made, we'll have to make sure governments are making plans to meet them and keep up the pressure until they deliver.

You don't need to be a world leader or celebrity – we are all part of fighting for the future we want and are entitled to.”



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Good luck

We're here to help you.

You can email us: campaigns@wateraid.org

Or call us: **020 7793 4478**

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