

## #ProudofAid Events Pack

Thank you for agreeing to help organise a #ProudofAid event in your local area. You're doing this alongside many other supporters and campaigners around the country!

### **Background**

In March 2015, the UK Parliament enshrined in law a 40 year old UN commitment to spend 0.7% of our Gross National Income (GNI) on international development. This equates to 7p for every £10 of the UK's national income. As the first G7 nation to put this commitment into law, this is something we can be incredibly proud of. It demonstrates Britain's leadership in creating a world in which no one is left behind.

*This achievement was possible because people like you helped convince MPs and Lords from every party to back the commitment.*

### **Why is 0.7% so important?**

Committing aid into law means that there will be more predictability for developing countries, who can plan beyond the short-term in how to best use the resources on key public services such as health and education. It means that our government can make smart long-term investments based on UK growth forecasts, ensuring we get better value for money for every pound spent. It also focuses the conversation on how the money should be spent rather than arguing about the amount each year.

### **What's the issue?**

In March this year the Mail on Sunday launched an online petition calling on the UK Government to stop spending 0.7% of GNI on overseas aid. They've also run a number of stories criticising the work of the Department for International Development (DFID). Other media outlets have also taken up the debate including the Sun, Sky News, the Telegraph, the Guardian and the Express.

[DFID has rebutted many of the claims](#) and shown many examples where aid has changed lives, including protecting against the threat to the UK of Ebola and strengthening fragile states to counter extremists. But the Mail on Sunday petition has gathered over 200,000 signatures which means the UK's commitment to 0.7% will now be debated in Parliament on 13th June 2016.

### **Why do we need your help?**

We know that many British people are proud of the UK's overseas aid work and we want to show just how much support there is out there. We may not be able to change the mind of the author of the Mail on Sunday report, but we have an unprecedented opportunity to shape public attitudes on aid within our local communities.

We want to let MPs know how just much support there is out there for UK aid, and to help them hear about the progress that has been made because of the UK's commitment to 0.7%. We must ensure that as many MPs as possible attend the debate on 13th June and speak up in favour of UK aid. We know that MPs listen when you speak to them. We know that face-to-face meetings have the most impact and we know that both politicians and the public respond best to your personal stories.

## **What can you do?**

### ***If you have 1 day...***

- Organise a #ProudoofAid event or meeting with your MP. Why not involve other campaigners and networks in your area? See below for more details.

### ***If you have 1 hour...***

- Write a handwritten letter to your MP to tell them why you're proud of aid and ask them to speak in favour of aid at the debate on 13th June
- Or write a letter to the editor of your local newspaper to tell them why you're proud of aid
- Contact the organisation that you campaign with for templates and resources or find inspiration on the [Aid Hub](#)

### ***If you have 10 minutes...***

- Don't have time to organise a meeting? Call your MP's office instead to tell them why you're proud of aid and ask your MP to speak in favour at the debate on 13th June. Even if you don't speak to the MP themselves, speaking to their caseworker or researcher is valuable
- Talk to your friends, family and networks about why you're proud of aid. Make sure the debate is balanced and get people talking about the issue.

### ***If you have 1 minute...***

- Tweet your MP to tell them why you're #ProudoofAid
- Share your reasons for being proud of aid via social media using #ProudoofAid

Find out who your MP is and [how to contact them](#)

## **Organising a #ProudoofAid event**

We need to let our MPs know that aid works and that the UK public support it. Can you organise a local event or meet with your MP to explain why you're proud of aid?

Make sure your plan in advance how you would like to structure your meeting or event. Here are some basic ideas you could use as a guide:

- Introduce yourself and why you are proud of UK aid
- Ask them to attend the debate on 13th June and speak up in favour of 0.7%

- Get a photo with your new MP (if they agree) and encourage them to tweet about the meeting (more info below)
- Contact the organisation you campaign with to get advice on writing a press release or inviting local media to the event

*Please coordinate with the organisation you campaign with to encourage others to join you in your event or meeting with your MP! We will also try to link you up (with your permission) with other supporters in your area.*

### **Get creative!**

You can be as creative as you wish in organising your events. Here are a few ideas and resources

- ❑ **#ProudofAid banners.** Make your own ‘#ProudofAid because...’ banner, or download our [ready-made signs](#) on the Aid Hub
- ❑ **Powerful personal stories.** Genuine and authentic personal stories are far more powerful than any facts or figures. Have you seen aid work on the ground? Have you seen a story about the impact of aid which moved you? Do you regularly donate and why? What motivates you to support aid? Tell your story.
- ❑ **Unusual speakers.** Can you build local alliance with other groups? What about a local business owner? Do you live near a military base and could find someone with a military background to speak in favour of aid? What about joining up with a Rotary group or local Women’s Institute group?
- ❑ **Photo opportunity.** Think about what would make a good picture with your MP. How about using local landmarks in the background? What about inviting a local celebrity?

### **Facts**

Feel free to use the facts below to tell your MP what aid’s achieved, but we know politicians respond best to your personal, authentic reasons for being proud of aid. Have you seen aid work on the ground? What motivates you to defend what we spend to ensure people in developing countries get the chances they deserve?

- UK aid saves a life every 2 minutes
- We can now vaccinate a child against killer diseases for less than the cost of a cup of coffee
- UK aid has given 13.2 million people access to vital TB treatment since 2002
- Between 2011 and 2015, UK aid made sure 5.1 million babies were delivered with the help of nurses, doctors or midwives.
- UK aid has ensured over 10 million children are supported to get a good quality education
- 13 million people received emergency food via UK aid in 2014-15

- Between 2011 and 2015 UK aid supported over 62 million people with access to water, sanitation and/or hygiene services

Find [more mythbusting facts](#) on the Aid Hub

### **Feeding back**

After your event or meeting with your MP, please report back to the staff of the organisation you campaign with to let them know how it went. To help us build a better picture of the MPs we want to know:

- Was your MP supportive of 0.7%?
- Are they passionate about any specific development issues?
- Did they commit to attending the debate?
- Do you have a photo of your event?

### **Social Media**

We want to create a buzz on twitter and Facebook using the hashtag #ProudofAid. Here are some suggested tweets (however feel free to create your own) which you could use alongside a photo of yourself and your MP

- I'm/We're meeting @[MP] to tell them we're #ProudofAid because...[PHOTO]
- I/We met @[MP] to tell them we're #ProudofAid because...[PHOTO]
- @[MP] attended the #ProudofAid event in [PLACE] [PHOTO]

Find other suggested tweets and images in the #ProudofAid [social media pack](#)

*During the meeting – ask your MP to re-tweet or quote tweet your message and photo!*

### **Media**

The organisation that you campaign with will be helping to get local media coverage of your event or meeting. This could include encouraging your MP to issue a template press release, or working with you to create a story for your local paper. *If you haven't already, please get in contact with them to find out the next steps!*

Thanks and Good Luck!