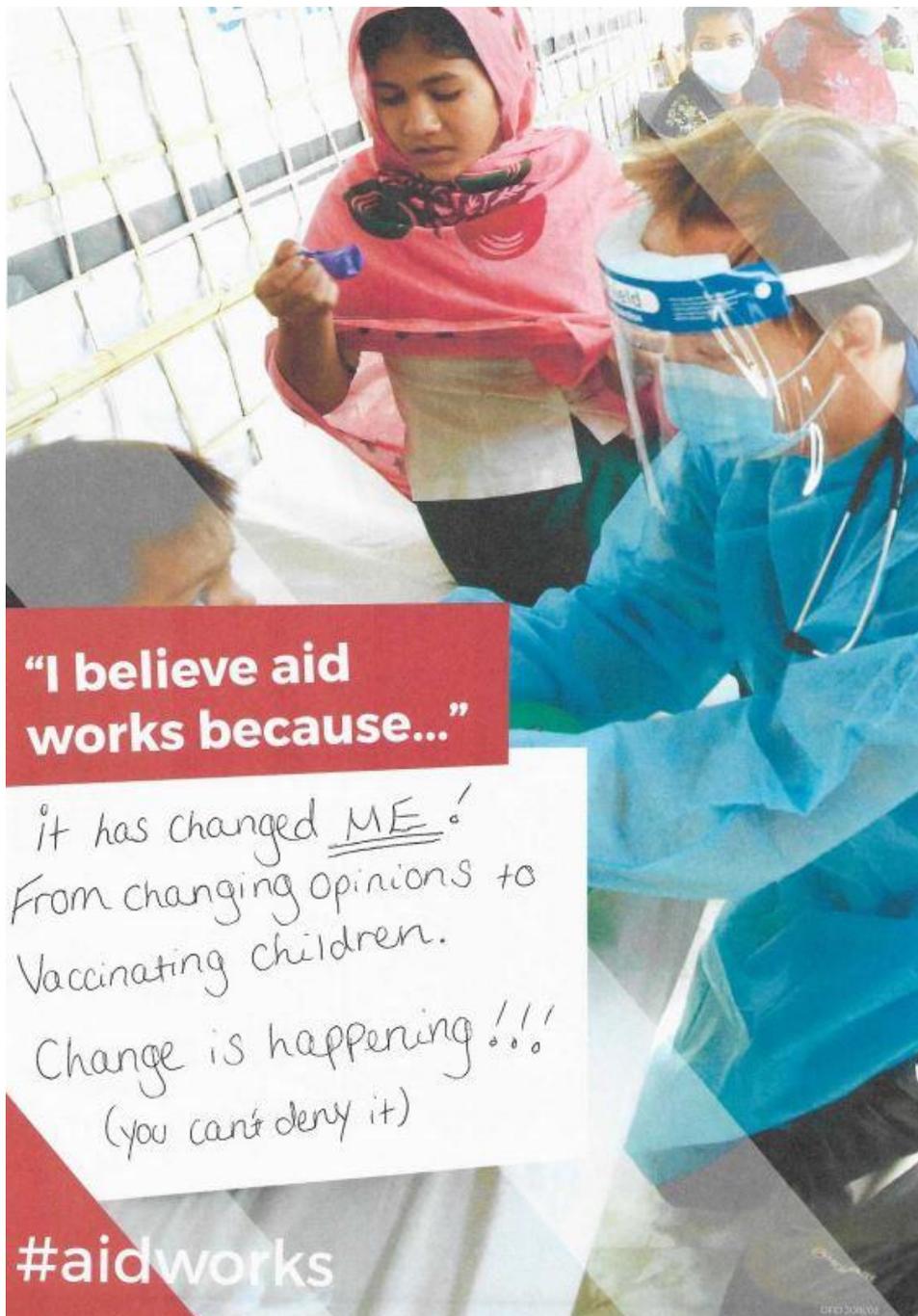


How to be a Development Champion in your community.

This month, we would like you to start planning your event for over the summer months. You should focus on engaging with people in your local community to explore what international development efforts have achieved in some of the poorest communities around the world. Conversations with local people are a fantastic way to change perceptions of international development and aid, as well as to show your MP the public support that exists in their constituency!



Planning your event

- Decide is when and where you will have your event. Think about the local opportunities in your area, such as a market, summer fete, university fair, exhibition or festival (we have funds available to cover venue or stall hire – just get in touch).
- You might like to do some promotion for your event – tell your friends and family what you're up to, create an event page online, invite work colleagues or classmates, post on social media, or put some posters up in local community spaces.
- You could split up different roles between group members, such as promotion, materials, venue, etc.

Materials

We will be producing a range of materials for your events, which will be available by the start of July. This will include interactive conversation starters showing interesting case studies of international development programmes, some of which are well known but misunderstood – such as the girl band Yegna or so-called “Ethiopian Spice Girls”, Caribbean coconut production, and cash transfers. There will also be banners and posters, and we will be able to send RESULTS t-shirts and information flyers. We will produce a few sets of materials, so you will need to let us know when your event is planned, so that we can arrange for the materials to travel the country!

Following up with your MP

There are many ways that you can show your MP the public support that exists for international development and UK aid in your constituency. Here are some ideas but feel free to think of your own – the more creative, the better!

- Ask people who come to your stall or event to write a short message on a post-it note or similar, which you can then collect and send to your MP. You could also put these together to create a big board of messages, which creates a great photo opportunity!
- Ask people to write why they support UK aid on a whiteboard and take some photographs on the day (don't forget to always ask permission first though). You could even record some audio or video messages too.
- Why not invite someone from the local media along? This is a great way to amplify your campaign message, reach new audiences and create a buzz! You could share this with your MP so they read all about your event.

Post photos or tweets on social media, making sure you include your MP's handle so they can see what you've been up to! Use '#AidWorks' or #UKaid to spread the message further!

Timeline

May: Start planning your event! Book the venue or stall as soon as possible. Let us know when your date is confirmed.

July: Materials will be ready and can be ordered from the office. Please give us at least a week's notice.

July – August: Events take place!

August: Follow-up with your MP!