



Megaphone Toolkit: Getting started!

[Megaphone](#) is a free TUC run tool that makes it quick and easy for union reps and organisers to start petitions in support of their campaigns and disputes. You can also use Megaphone to host your event pages, or give members of the public an easy way to send emails to your campaign target.

Whether you're working on a big campaign or a local dispute, a petition is a great way to build a supporter list that you can reach out to again and again with future campaign actions. We know that a petition won't win your dispute on its own, but it can support the hard on-the-ground work that goes into a successful campaign.

Not sure if a petition is right for your campaign? Or want some extra support with your digital organising? We've supported 100's of campaigns and are always on hand to answer questions, give advice, and talk to unions about their campaigns! Email us at campaigns@megaphone.org.uk

How to start your own petition

1. Go to <https://www.megaphone.org.uk/> and click "Start a Campaign"
2. Follow the steps on the screen
3. Take a look at our guide for [Writing a winning Megaphone petition](#)
4. Add an image to your campaign (petitions with images generally receive 3x as many signatures)
5. Share widely and start collecting signatures! Take a look at our guide for [Promoting your Megaphone petition](#)

When someone signs your petition, they'll be joining over 500k supporters who have signed up to receive emails about how they can support union campaigns.

And you'll be able to reach out to your petition signers with updates and ask them to take more actions to help win your campaign.

Take a look at some of our live petitions:

[Pizza Express: Give us back our hours](#)

[Cut their profits, not our ticket offices](#)

[Tell Oxfam: Pay your workers a fair wage!](#)

[No delays, no cuts: Restore Bristol arts funding!](#)

[Stop job losses at UHI Shetland](#)

Union organisers continue to use online petitions to:

- Build public support for your dispute, and build a list of supporters that you can reach out to again with new and bigger campaign actions. e.g.
 - Attend your event
 - Donate to the strike fund
 - Email, call or Tweet a politician
 - Flood the CEO's inbox with emails
 - Join the union
 - Join a Facebook, WhatsApp or Slack group
 - and lots more!
- Find new leaders and potential members
- Put pressure on management during disputes
 - Naming and shaming small-medium sized employers
 - Using targeted emails
- Put pressure on other decision makers to take action
- Build confidence amongst members that they can win
- Get media attention

What's a targeted email?

Our targeted email tool makes it easy for members of the public to write emails to a target of your choice. This could be a CEO, a local councillor or MP, or whoever has the power to make decisions to meet your campaign demands. Take a look at a few examples here:

[Email St Mungo's CEO to demand fair pay for its workers](#)

[Email the NHS Trust: pay fair for patient care](#)

You can find more resources on the TUC solidarity hub and TUC website!

- <https://www.tuc.org.uk/resource/organising-course-union-reps>
- <https://www.tuc.org.uk/solidarity-hub>
- <https://www.tuc.org.uk/solidarity-hub/resources-unions-dispute>