





Promoting your petition


Building your movement one step at a time


Promoting your petition doesn't stop as soon as it goes live on Megaphone – far from it! Sharing your petition repeatedly using different channels gives people multiple chances to learn about your issue.


Here are a few ways to get started:


 **Build a team.** One of the most impactful ways to grow a petition campaign is to enlist people who can help you collect more signatures. Ask your union colleagues to join you in forwarding the petition to organisers they know and spread the word in their networks.


 **Email is your best friend.** Try emailing all your union members if you can. Emails with a single ask receive 371% more clicks compared to those with multiple calls to action, so avoid burying the link to your petition in a newsletter or alongside other asks.


 **Spread the word on social media.** Behavioural studies show 84% of people share on Facebook because they want to support causes they care about. You can send messages to friends through Facebook or post it on pages relevant to your issue. On Twitter, harness the power of #hashtags to find a related issue and use its hashtag to draw attention to your petition. Get your campaign in front of MPs and journalists by tweeting their user handles.


 **Update your existing petition signers (where relevant).** If you've previously set up a petition on Change.org or 38 Degrees, email your previous petition signers with an update and a link to your Megaphone UK petition. This means you get the data.

 **Join a conversation.** Look for relevant groups on Facebook, and ask them to share your petition. Also try posting the petition in blogs, forums or message boards you're in.

 **Reach out to influencers.** Ask people with a large social media following to share. In particular, think about your General Secretary or Assistant Secretary, other unions and the TUC. You can also reach out to local political parties and grassroots campaign groups.

 **Use local media.** Get in touch with your local newspapers, which are often eager to cover local activism efforts. When developing a local press release or letter to the editor, write enthusiastically and informatively about why your cause matters to the local area.

 **Keep in touch.** By sending your supporters regular updates, you can keep them engaged and motivate them to help get more signatures. You can write updates about the numbers of signatures, or political developments and general news related to your cause.

 **Repetition is key.** Don't be afraid to continue reminding people to sign your petition! You'll be surprised how many people will sign the second or third time they are asked.