

Setting up a pressure group

1 What do you want?

- A What are your core aims?
- B What would you quite like to happen too?
- C What would be amazing, but you could live without it?

2 What is your image?

- A What is your name?
- B What is your branding?

3 Are you sure you are doing what the people who are directly affected by the issue want you to do?

- A How will you keep in touch with them?
- B How can you involve them in your campaigns, even if they are thousands of miles away?

4 How far will you go?

- A Will you break the law?
- B Will you give up work for the cause?

5 What are you asking people to do?

- A Do you want them to give you money?
- B Do you want them to give you time?
- C Do you want them to put pressure on other people for you?

6 What are your pressure points?

- A Are you directly communicating with the government?
- B Are you trying to change public opinion?
- C Are you trying to exert practical pressures that will bring about change, e.g. affect companies' profits?