

## **TOP 10 CAMPAIGNING TOOLS**

1. Reports, fact sheets, newsletters and briefings
2. 'Stunts', events, protests, direct action and public meetings
3. Polls (quantified data)
4. Petitions & letters
5. Media & advertising
6. 'New media' – website, social networks, Twitter and blogs
7. Photos and films ('a picture's worth a 1000 words')
8. External 'pegs'
9. Working with partners (including celebrities)
10. Research (quantitative and qualitative)