

**Campaign toolkit**

May 2024

**Welcome, Future Fixers!**

Our economy is broken, and we’re on a mission to change it. The UK General Election is a window of opportunity, which together we need to push wide open. Let’s make sure our next government takes a new political approach to business: doing what’s best for people and planet, not just for profits.

We have a superpower: People power. There are around four million of us across the UK working in mission-led organisations. If even a fraction of us spend a few minutes taking the small actions in this toolkit, it soon snowballs into a huge collective movement. Just imagine the impact we can have if we all work through this toolkit in the run-up to the election?

We have the ambition and energy needed to fix our economy – but we can’t do it alone. To build an economy that delivers better for our society, we need support across that society. We’re stronger together. **Join the Future Economy Alliance and help drive the business of change.** Spread the word, mobilise the movement and let’s fix our future!

**Share the campaign far and wide**

If you’re on social media, follow the campaign [**@FutureEconomyUK**](https://twitter.com/FutureEconomyUK) to make sure you get all the latest updates with specific events and activities where you can get involved.

[**Click here to access the campaign assets**](https://drive.google.com/drive/folders/1y4lbH7AJMLU5rUYqVJlqFOqM18XmbMzE) which we’d love you to share with your personal networks or via the branded channels for your organisation if you have those. There are three key messages and three images to choose from, optimised for different kinds of communication. Please choose whichever combination you prefer to share.

You can start with quick baseline actions:

* Add our [header images](https://drive.google.com/drive/folders/1z7s2aYoAjJFwPbd_93iWt6rcQRVJ6bqj?usp=sharing) to your social media profiles
* Update your [email signature](https://drive.google.com/drive/folders/17LG18ETMAua5UFvA7WXh6K7E8l_ZCVkY?usp=drive_link) and link to [the campaign page](https://www.futureeconomyalliance.co.uk/)
* Put a [banner on your website](https://drive.google.com/drive/folders/1kENTAHFiZ-_-5VPfRWjcQNjrZV-BH2qG?usp=drive_link) and link to [the campaign page](https://www.futureeconomyalliance.co.uk/)
* Choose a [poster](https://drive.google.com/drive/folders/1LX2V1Vpt6HJZ-pgVJMDhpjq3j8nhWEHJ) to print and display in your workplace

If you or your organisation use [LinkedIn](https://drive.google.com/drive/folders/1OZr1uoqKSMvmJ2ozVChkKZmv3ZSa5h-Y), [Facebook](https://drive.google.com/drive/folders/1tm2VnkU9Xc5N6_7aRPvH6V4ts0Cp6QZT) or [Twitter/X](https://drive.google.com/drive/folders/1Myr9_KwR60Ys6yoMzvmz0sBHemLmoGI0), post a tile to show your support and tag us @FutureEconomyUK. Add a short personal statement about why this work matters to you and encourage people to join the movement. If you’re not sure what to say, use this text: *“The economy is broken. Millions of us are working to change it. United, we will push our leaders to fix our economy and use profit for people and planet.”* Do the same again next week but choose a different message.

Video is a great way to engage your network. If you want to film something short so you can speak directly with your network, we recommend you follow the 3C tips for content creation:

* **Clean**
Position the camera at eye-level and declutter your background for a clean shot. Face the light source and prop your device up so you can speak freely.
* **Clear**
Record in a quiet environment, with background noise minimised however you can. Use a mic if possible. Speak clearly but calmly, as if you were talking to a friend; don’t rush.
* **Concise**
1-2 minute messages have the most impact. Choose one key point you want to make, rather than trying to cover all the details of the many economic issues we’re campaigning to fix.

Whether you’re top of your organisation with an overflowing contact list, or a socially engaged citizen wanting better for the UK, every one of your contacts is valuable. Please share the campaign assets with as many people as you feel comfortable engaging; you can do this via email using our [signature banner](https://drive.google.com/drive/folders/17LG18ETMAua5UFvA7WXh6K7E8l_ZCVkY?usp=drive_link) or simply send a [tile image](https://drive.google.com/drive/folders/1zbXpdntElP8PHI0sySyDw6zLfn78U5AV) on WhatsApp, encouraging people to visit our website and support the campaign however they can. Every message expands our reach.

The following toolkit contains templates you can use to contact politicians and the media, telling them about your work and our wider campaign so they can hopefully help grow the movement. Each template has instructions for how to use it and sections marked in [red] for you to personalise.

**Tell the media about your work and our wider campaign**

We encourage you to contact local and regional to discuss your work and the need for more organisations to adopt a mission-led approach. You can write to newspaper editors using the below template, or join radio station phone-in programmes to share your thoughts more fully.

You can find contact details for your local and regional newspapers at [www.localnewsmap.co.uk](http://www.localnewsmap.co.uk) by clicking on the corresponding newspaper to your area and using the ‘Contacts’ link usually located at the bottom of the page to see the editorial contacts for that publication. Your local library should also be able to provide these.

Please copy contact@futureeconomyalliance.co.uk in when emailing journalists, and don't forget to sign the letter to editor with your full name with your address and postcode; these details won’t be published but they need to see that you’re based in the area their paper covers.

 **Template letter**

**Subject line:** Letter to editor

SIR -

As a [businessperson/entrepreneur/organisation] dedicated to making sure not only my local economy but wider community and environment are thriving, I urge your paper and its readers to show support for this mission-led way of working.

Councils are going bust, high streets are empty and the NHS is on its knees. Our trains are cancelled, our water is polluted, and people are forced to choose heating or eating – while companies behind these services record huge profits. We can and must change this.

I’m one of around four million people across the UK working in a mission-led organisation, who believe profits must also benefit people and planet. My work supports [brief description of your mission] in [area where you work], but many others like me are tackling complex challenges all over the country.

With an election on the horizon, we must push our political leaders to make this way of working the national norm. I’m campaigning in the Future Economy Alliance and I encourage everyone to join so that we can make a new business plan for Britain – one where all of society profits.

Yours,

[Name], [Job Title] at [Organisation]

[Address – can be the registered address of the business or your home address]

[Telephone number – can be business number or home number]

www.futureeconomyalliance.co.uk

**Invite your MP to visit your organisation**

We encourage you to invite your Member of Parliament (MP) to visit your organisation so they can find out more about the work you do and hopefully support our sector in future. You can find your MP's [name, email address and preferred mode of address here](https://communityenergyengland-dot-yamm-track.appspot.com/24egm-SkXQfxr6mUQcSG3qsqTGHeVIySbs1G8Kfkh6eL-etnIjQGUSQgTohVmdumq8iMqAN-B7OS52JuF3ZPcJL7FsyfpW3Un9sRKOgWyKucLthfF2rfdj-oIg7ccqZxERxl3JgoO_MgUQmCBzuEDhdh1SL2c8e4VDFX91Xn-qDCKRdxWn5z5dUbMae8GiJWlqrk6j3klFhHqmj_SkpbwpA).

Below is a template email you can use. Please copy in contact@futureeconomyalliance.co.uk, and don't forget to include your address with postcode so the MP can see that you’re based in their constituency. If you are successful in organising a visit, please do let us know!

**Template invite**

**Subject line:** Invitation to visit local organisation on a mission to fix our economy

Dear [MP name],

I am writing to you from [organisation name] a [social enterprise, co-operative, community business etc] based in your constituency. We deliver [product/service] - but beyond that we are set up to [social/environmental mission].

We would like to invite you to see our work firsthand, meet some of the people at the heart of our organisation and find out more about our impact in the local community and beyond. [add a few lines about your social/environmental impact i.e. number of people you’ve supported over the last year, notable achievements and anything about the impact you have in your area]

[organisation name] is one of hundreds of thousands of mission-led organisations in the UK, contributing billions to GDP and employing around 4 million people. Social enterprises, co-operatives, community businesses and many others are working to fix our economy - creating jobs and opportunities where they’re desperately needed, delivering public services that empower users and staff, driving progress toward Net Zero, revitalising local high streets to benefit communities, and ultimately sharing their wealth with the people and places who need it.

We are a proud supporter of the Future Economy Alliance, a coalition of organisations in this space, campaigning to make our mission-led way of working the national norm. Their [Business Plan for Britain](https://www.futureeconomyalliance.co.uk/articles-2/business-plan-for-britain) sets out a series of practical policy interventions to help achieve this goal, which I hope you as my Parliamentary representative will support, since they would benefit not only our local area but wider society across the country.

We look forward to welcoming you to [organisation name] and telling you more about our work and impact, so that you can understand and support our growing mission-led movement.

Yours sincerely,

[your name]

[job title and organisation]

[address and postcode]

**Tell the media that your MP visited your organisation**

Following a successful visit from your MP, we recommend sharing the news with local and regional newspapers. Below is a template press release you can use to do this. Please include as much detail as possible, to minimise the number of questions journalists would ask in response – but also give them your contact information so they can reach you if they want to find out more.

Photos of the MP visiting your organisation will be a priority to send journalists with your release. We recommend taking photos in landscape format and saving them in the highest possible resolution (at least 1mb file size) with a file name that can be used as a caption (e.g. MP name visiting organisation name in location) ideally including the names and/or job titles of people pictured. A selection of 3-4 photos is ideal, and they can be formally posed or natural shots depicting the action of the day.

You can find contact details for your local and regional newspapers at [www.localnewsmap.co.uk](http://www.localnewsmap.co.uk) by clicking on the corresponding newspaper to your area and using the ‘Contacts’ link usually located at the bottom of the page to see the editorial contacts for that publication. Your local library should also be able to provide these.

Please provide your contact information when sending a release to journalists, and be ready to respond to potential queries in the following days.

**Template release**

**Subject line:** [MP name] visits [organisation name] to discuss their vital work in [area]

[MP name] recently visited [organisation name], a local [social enterprise/co-operative/employee-owned/community business etc] on a mission to benefit the people and places where it operates.

[Organisation], which has been in [constituency] since [year organisation started operating], invited the MP into their [premises e.g. office/warehouse/cafe etc] on [road name] to see first-hand the impact of their work not only for the economy but the community and the environment.

[1-2 sentences about your social/environmental impact - number of people you’ve supported over the last year, notable achievements, anything about the impact you have in your area]

[1-2 sentences describing the visit e.g. date/time, who the MP met, what they saw/did etc.]

[MP name] said: “[make a note of anything positive the MP said in their visit, or ask them or their team to send you a couple of sentences you can include about what they gained from it etc.]”

[Your spokesperson name], [job title] from [organisation] said: “[1-2 sentences about what you hope the MP learned from seeing your work or what you hope government can do for your sector/mission e.g. providing more support or funding].”

[Organisation] is a supporter of the Future Economy Alliance: a nationwide movement of social enterprises and investors, co-operatives and mutuals, employee-owned and community businesses, fundraisers and third sector experts who believe profits must also benefit people and planet.

An estimated four million people (around 10% of the UK workforce) are employed in such organisations, making a huge contribution to the economy\* and representing a significant voter base for MPs ahead of the General Election due to be called this year.

[Your name] added: “We’re part of the Future Economy Alliance campaign because, as one of the four million people who put a mission at the heart of our work every day, we know how much better things could be if more organisations were like this. It’s great that our MP visited to show support for what we do, but we need all our politicians to understand our way of working and how vital it is in tackling the big challenges we face. With more support for mission-led organisations like [organisation], we can fix our economy and fix our future.”

To find out more about [organisation]’s work, visit [website]. To join the Future Economy Alliance campaign, visit futureeconomyalliance.co.uk.

**ENDS**

**Picture captions**

1. Give names/titles of people pictured in any photos attached to the email
2. Give names/titles of people pictured in any photos attached to the email
3. Give names/titles of people pictured in any photos attached to the email

**Notes to editors**

\* 4m stat based on aggregation of data from [Co-operatives UK](https://www.uk.coop/resources/co-operative-and-mutual-economy-2023), the [Employee Ownership Association](https://employeeownership.co.uk/wp-content/uploads/The_Ownership_Dividend_The_economic_case_for_employee_ownership.pdf) and [Social Enterprise UK](http://www.socialenterprise.org.uk/app/uploads/2023/12/Mission-Critical-State-of-Social-Enterprise-2023.pdf) to estimate the UK workforce in social enterprises, charities, B-corps and the democratic economy. Workers in employee-owned businesses and co-operative social enterprises are [8-12% more productive](https://ownershipatwork.org/wp-content/uploads/2023/10/Exploring-the-potential-of-the-Employee-Ownership-business-model.pdf) than people working in other business models - and social enterprises alone contributed [3.4% of UK GDP](https://assets.socialenterprise.org.uk/forms/report-download.php?reportId=a1FPK000000KwPd) last year, generating £1.2bn in profit and reinvesting £1bn into social and environmental missions.

**About the Future Economy Alliance**

The Future Economy Alliance unites champions of change across business sectors working to build a stronger, fairer, greener economic climate for the UK.

The pioneering partnership brings together social enterprises, co-operatives, mutuals, employee-owned businesses, social investors, community-led organisations, fundraisers and third sector experts united in the vision of an economy where the entire society profits. Their [Business Plan for Britain](https://www.futureeconomyalliance.co.uk/articles-2/business-plan-for-britain) sets out a series of practical policy interventions to help achieve this goal.

Visit [www.futureeconomyalliance.co.uk](http://www.futureeconomyalliance.co.uk/) and follow @FutureEconomyUK.

**Share the MP visit on your own channels**

Following a successful visit from your MP, we recommend sharing the good news on social media. Below are templates you can use to post on X (formerly known as Twitter) and other platforms such as LinkedIn or Facebook that allow longer content; tweets have a very limited character count, so we recommend sticking to the template provided, but other posts can be personalised much more.

With all channels, please share photos from the MP visit to illustrate your post. We also highly recommend tagging your MP to increase the chances of them sharing your post or the story being picked up by wider media. You can find your MP’s [social media handles here.](https://communityenergyengland-dot-yamm-track.appspot.com/24egm-SkXQfxr6mUQcSG3qsqTGHeVIySbs1G8Kfkh6eL-etnIjQGUSQgTohVmdumq8iMqAN-B7OS52JuF3ZPcJL7FsyfpW3Un9sRKOgWyKucLthfF2rfdj-oIg7ccqZxERxl3JgoO_MgUQmCBzuEDhdh1SL2c8e4VDFX91Xn-qDCKRdxWn5z5dUbMae8GiJWlqrk6j3klFhHqmj_SkpbwpA)

If you do not have an MP visiting, you can always create social media posts using the guidance from the first page of this pack and [the campaign assets](https://drive.google.com/drive/folders/1y4lbH7AJMLU5rUYqVJlqFOqM18XmbMzE) or your own photos illustrating your work.

**Template tweet**

Thanks [@MP] for coming to discuss our work and the mission at its heart. For the #GeneralElection we need all politicians to see the solutions our sector of #4mFixers can offer. Join us in the @FutureEconomyUK campaign to fix our economy! #FixingTheFuture

**Template post for other social platforms**

It was great to host our MP [name] and showcase the impact of our work. As a [social enterprise / co-op / employee-owned business / community business / charity etc], we’re proud to be part of the #4mFixers working to build a stronger, fairer, greener economy.

Ahead of the #GeneralElection, we need all our politicians to understand our mission-led way of working and how vital it is in tackling the big challenges facing our society. With more support for places like [organisation], we can fix our economy and fix our future.

Learn more and join the campaign at futureeconomyalliance.co.uk.

#FixingTheFuture #SocialEnterprise #Cooperative #Charity #EmployeeOwned #MissionLed