Below are 8 steps to support the campaign. Please take as many as you can, as they will help raise awareness of the issue, apply direct political pressure on Ministers, and encourage people to join the National Day of Action on 1 December.

### YOUR 8 CAMPAIGN STEPS

**#SAVEOURPOSTOFFICE**

**STEP 1**  Put up posters – *this will take anything from 3 mins to a few hours*

**STEP 2**  Send the template press release to local papers – *15 mins*

**STEP 3**  Sign and share the online petition – *5 mins*

**STEP 4**  Email your MP and share the link – *5 mins*

**STEP 5**  Visit your MP – *less than 2 hours in all (to be completed as soon as possible)*

**STEP 6**  Send Motions to local Parties, groups and Council

**STEP 7**  Mobilise for the National Day of Action

**STEP 8**  Set up a community meeting – *In January/early February*

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**STEP 1**  *Put up posters to attract potential campaigners to the cause.*

In addition to putting up a poster in the window of your home, ask if local community buildings will display them and check with businesses surrounding a Crown office that is due to close (if that is your situation locally), as they are likely to suffer a loss of custom as a result. They might even agree to provide a supportive quote for use in the campaign.

**STEP 2**  *Send the press release to local papers to publicise the National Day of Action.*

Send the template press release (available at the back of this pack and at [https://www.cwu.org/campaign-pack-save-our-post-office/](https://www.cwu.org/campaign-pack-save-our-post-office/)), to your local paper. There is a guide on how to do this in the resources section called ‘Media brief’ (which has guidance to prepare for any media work). Just contact your Regional Secretary to find out the details of local events on the 1 December.

**STEP 3**  *Sign and share the online petition to show the Government, the extent of opposition.*

Please sign the petition at [www.saveourpostoffice.co.uk](http://www.saveourpostoffice.co.uk) and ask your friends and family to sign it too. There is a copy of the petition in the resource section of this pack, and it is available for download at [https://www.cwu.org/campaign-pack-save-our-post-office/](https://www.cwu.org/campaign-pack-save-our-post-office/) If you use social media such as Twitter and Facebook, please use them to share the online link so that we can boost numbers.

**STEP 4**  *Email your MP and share the online link to maximise political pressure on the Minister.*

Our campaign email to MPs asking them to contact the Minister for the Post Office is at [www.saveourpostoffice.co.uk](http://www.saveourpostoffice.co.uk) – all you have to do is input your name and address and press ‘send’ and it will go straight to your MP’s inbox. Please share the link with your friends and family to maximise the number of people applying political pressure. A copy of the email text is in the resources section of this pack and the online version is editable should you want to add anything.
**STEP 5** Visit your MP, to explain the campaign if they haven't voiced their support.

You can make an appointment with your MP by calling their Parliamentary office. Just call the parliamentary switchboard on 0207 219 3000 and ask to speak to your MP. You will be put through to their office and probably speak with their researcher. Be concise in your request, and take a note of the venue and time of your meeting as well as the name of the person with whom you have made the arrangement.

If helpful, use this simple running order when meeting your MP;

- Thank them for meeting you and check how long you have so you can ensure you say everything you need to.
- Briefly explain the issue using the key messages from the previous section.
- Ask them to take action: to write to the Minister outlining your concerns, to write to the CEO of the Post Office Ltd, Paula Vennells, and to sign Early Day Motion 1751 (be aware that the MP might say they are not allowed to sign Parliamentary petitions due to their position).
- Follow up the meeting immediately with a thank you letter and reminding them of what they've agreed to do.

**Tips**

At the beginning of the meeting, explain that your neighbours/work colleagues/friends at the community/religious centre were excited to know you were going to see the MP and looking forward to hearing how it goes (this tells them they aren't just speaking to 1 person, but dozens).

Contact the local paper in advance of seeing the MP to explain what you are doing, so that you can also tell the MP at the outset that you are in touch with the press about the meeting and the National Day of Action on 1 Dec (to which they are invited, if you have an event locally).

Conservative MPs are likely to be most troubled by how poor the Post Office Ltd's business plan is (all cuts and closures and no innovative plan for growth) and that there is likely to be deterioration in service, so focus on these issues.

Encourage other groups to see the MP, as unless the MP was definite in their support, it is likely that waves of local people will need to visit the MP and persuade them to get on board! Coordinate the community groups that have joined the campaign to make a visit or to directly contact the MP's office. Pensioner groups are often taken particularly seriously by Conservative MPs. It is also worth applying pressure through the 'letters to the editor' section of the local paper. This is the most read section of any paper (even compared to the national press), so it is an invaluable opportunity to amplify the different voices on this topic.

**STEP 6** Send Motions to key organisations to formalise and focus their support.

If you or your friends are involved with the local Labour Party, Council, Trades Council or Momentum, contact them and send copies of the Motion so that they can propose it to their respective groups. The Motions are online at https://www.cwu.org/campaign-pack-save-our-post-office/.org and in the resources section of this pack. Contact your regional Political Officer if you have any queries or need assistance.

**STEP 7** Mobilise for the National Day of Action on Saturday Dec 1, to ensure a great turn out.

First, talk to your Regional Secretary to find out how you can most helpfully support them. It will be important to have as many people there as possible, so as a local activist, you will probably be needed to invite groups including residents associations, pensioners groups, disabled people's groups, local politicians, local businesses, Momentum and the Labour Party.

**STEP 8** Support public meetings in January/February to maintain the campaign pressure.

Again, Regional Secretaries will be coordinating meetings, so do check in with them. You will probably be best placed to advertise the meeting on social media to your local contacts, or by speaking to local business owners, Citizens Advice, the postal watchdog representing consumers and Federation of Small Businesses, the National Pensioners Convention (NPC) and of course, the Post Office Ltd (even if they don't attend, it looks like they are ignoring the democracy of the community, and you can use the opportunity to discuss next steps in the campaign).