

UK General Election **CAMPAIGNER PACK** 2024



THE NATION **NEEDS YOU!**

ZERO HOUR 

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- 01 - WELCOME

Hello! Thank you for helping to make the **Climate and Nature Bill** part of the 2024 general election campaign!

Whichever party wins this election, all MPs will need to get to grips with the climate-nature crisis during the next Parliament. The next few years are a huge opportunity for your future MP to show leadership on this issue and ensure that the community they represent benefits from the cleaner, more sustainable, and healthier future that the Bill will help us achieve.

But to get the **Climate and Nature Bill** made into law we need your future MP—whichever party they're from—to 'BACK THE BILL'!

That's where you come in...

We're asking people like you in constituencies up and down the UK to get their future MPs to commit to backing the Climate and Nature Bill during the election campaign.

The aim is to ask every Prospective Parliamentary Candidate (PPC)—including incumbent MPs—in every constituency to back the Bill. We want the climate and nature emergency to be a key part of the general election debate. And the bill can make sure that—instead of rollbacks and backtracking—politicians are raising ambition in line with the science, and committing to real action on climate and nature.

Each constituency has an **action page** with an open letter to all candidates which residents, businesses, councils, faith leaders, and community groups can sign to show their future MP that there is a local mandate for bold action.

We're asking people like you to help us get as much support as possible on the action page for your constituency.

We are live tracking the numbers so you will be able to see the momentum building locally.

Every supporter counts! How many can you get?

This welcome pack has everything you need to get you started and ideas and advice on building momentum. Plus, the Zero Hour team is on hand to give you support every step of the way through our dedicated [WhatsApp Campaigner Community](#).

Let's work together to get as many people in your constituency as possible talking about the climate and nature crisis and what we can do to fix it.

Show your future MP that this issue really matters to you and your community—ask them to back **the Climate and Nature Bill** and let them know that your vote depends on it.

The nation needs you. Are you ready?

Let's do this!



- 02 -

GETTING STARTED: YOUR CONSTITUENCY'S ACTION PAGE



First things first. Find your constituency's [action page](#) and sign up.

Next. Copy the link to the constituency action page.

And then. Share it with as many people in your local area as possible!

It's that easy!

After 50 people have signed the letter you'll unlock the live tracker which will show you how many people in your constituency are asking their future MP to back **the Climate and Nature Bill**.

We want every constituency across the UK to get 1,000 signatures on their letters before the general election.



HOW TO FIND SUPPORTERS



This campaign is about reaching out to people in your community and asking them to tell your next MP that the climate and nature crisis matters. Every supporter on your constituency's [action page](#) shows the candidates vying to represent you in Parliament that you want them to take action.

You can share the action page with your friends and family. But we also need you to go one step further.

We need you to reach out to local community groups and ask them to support and share it too.

What groups are there in your local area who you can approach?

Think about local businesses or chambers of commerce. How about local community groups in your area? For example, sports clubs; parent and toddler groups; local schools; faith groups; churches and mosques; fairtrade groups; climate action groups; wildlife charities; men's sheds, knitting circles, dance groups, book clubs, etc, etc.

Think outside the box! The climate and nature crisis affects everyone.

Do you have any celebrities in your constituency? Leading climate scientists? Anyone with a high profile whose support might generate attention on the action page via a press release?

Ask local people, groups, and businesses if they want their next MP to listen to the science and support action on the climate and nature crisis. Send them the link to the action page and encourage them to share it with their mailing lists. This will help even more local people find out about the action page.

You can also search your local council's website for a community directory that will have lots of local organisations you can approach.

For example: <http://search3.openobjects.com/kb5/shropshire/cd/home.page>

We have a [template email](#) that you can use to contact groups in your area.

You can also share the action page on social media. Think about sharing it in local Facebook groups, on NextDoor, or via WhatsApp, Twitter, etc.

We have [template social media](#) posts that you can use.

Need some support? Why not join our [WhatsApp campaigner community](#) and link up with other campaigners in your constituency? Together we're stronger!

The aim is to encourage as many people to support as possible. This will show the candidates that voters in your constituency want them to back the **Climate and Nature Bill** if they are elected to Parliament.



- 04 -

HITTING YOUR FIRST MILESTONE



As soon as your action page is up and running you can start getting supporters on it.

Once you hit 50 supporters, you will unlock the **live tracker** on the action page so you can see supporters being added in real time in your constituency.

It's very exciting!

At this point you might want to think about a [launch press release](#). This tells the local media about the action page and encourages more local people to sign it. We can help with the press release.

If you have the capacity, you could also consider setting up a local event like a high street stall, a 'climate-o-metre', or a climate cafe. See the [hosting local events](#) section for more on this.



REACHING OUT TO YOUR FUTURE MP



The purpose of the action page is to show your future MP that voters want them to back the **Climate and Nature Bill**.

As soon as your action page is live, reach out to your Prospective Parliamentary Candidates (PPCs)—including your incumbent MP—and let them know about it. Share any local press coverage you have and ask them to publicly back the Bill.

At Zero Hour we will also be asking PPCs across the UK to do the same. It doesn't matter what party they represent, contact them and ask them to back the Bill.

You can see which candidates are supporting the Bill by visiting your constituency's [action page](#). This will be updated every time another candidate confirms their support to us.

The more PPCs who back the Bill, the more other candidates standing in your constituency will realise it is a key election issue for voters like you.

You can find a list of contact details for your PPCs in our [constituency contacts directory](#). We also have a [template candidate email](#) you can use.

If you have capacity, consider inviting your PPCs to a **community chat** about the climate and nature emergency with some of the action page supporters. See the [hosting local events](#) section for more details on this.

Want some tips on how to talk to PPCs? Come to one of our free online [training sessions](#).

When a candidate agrees to support the Bill, just [let us know](#) and we will get in touch with them and share the news on our socials.

The Bill has backers from all parties. We need to make sure that the emergency doesn't become a partisan issue, but one that rises above party politics. We know that emotions will be riding high – we get it! But in order to give the Bill the best chance of success, we remind you to treat all candidates equally, plus with courtesy and respect at all times.



- 06 -

CELEBRATING SUCCESS



Good news makes everybody feel good! Every time you achieve success, celebrate it.

Hit a milestone in terms of signatures? 250, 500, 1000?! Got a local organisation to support? Let us know!

Got a Prospective Parliamentary Candidate or your incumbent MP to back the Bill? That's great! Let's use it to encourage the others to get onboard.

Arrange a photo opp with the supportive PPC at a local landmark (maybe a local nature reserve, or familiar landmark). Ask them to hold an '**I BACK THE CLIMATE AND NATURE BILL**' placard from our [digital assets drive](#).

Consider inviting a local high profile supporter – a local business leader, or faith leader, or maybe just a local family with young children – to be in the photo too and issue a press release about it.

- 07 - HOSTING LOCAL EVENTS



Doing something eye-catching locally is a brilliant way to get attention on your constituency's action page.

We have some ideas for events below, but you can make up your own. The key is to be positive, inclusive, and non-party political.

Every action below has its own dedicated press release, because getting press is the best way to let people know about the action page and create a buzz in your constituency around the **Climate and Nature Bill**.

If you do hold an event, let us know and we can share it on our socials too.

[High Street Stalls](#)

[Climate Cafes](#)

[Letters from the Global South Exhibition](#)

Community Climate and Nature Chats with Candidates

Whatever action you choose to take, the key outcome is boosting the number of supporters on the action page.



- 08 -

STUCK? WE CAN HELP!



Not sure what to do next? Need help with your press release? Join our campaigner community on [WhatsApp](#). Alternatively, just send us an [email](#).

We're here to help, so just reach out to us. We're really friendly!



- 09 -

COUNTDOWN TO THE ELECTION



As the election looms, it's time to take stock. How many supporters do you have on your constituency's action page? Have all your PPCs signed up to back the Bill? Let us know!

Has the frontrunner in your constituency backed the Bill? If not, let us know and we can reach out to them for a chat.

You can also think about issuing another press release celebrating the campaign you've run locally and giving a shout out to the PPCs who have backed the Bill.

As the election campaigning enters its final stretch, you should start seeing candidates attending hustings in your constituency. A local group like Friends of the Earth or your town's business chamber may set up a specific climate and nature hustings.

This is a great opportunity to ask them a question about backing the **Climate and Nature Bill**. You can point out how many supporters you have on the action page and all the supporting organisations there are and ask them to get behind the Bill.

We have some guides to help you below:

[Template hustings question](#)

[Climate and Nature Hustings Toolkit](#)

If you get a positive reply to your question, please do [let us know](#). We can follow it up and thank the PPC for their support.



- 10 -
ELECTION DAY!



That's it, you're done!

Well done for making it this far! Hopefully your next MP will be someone who has signed up to back the **Climate and Nature Bill**.

Either way, your constituency action page will stay live and you can keep on adding supporters to it so you can show your incoming MP that there is a demand for bold and ambitious action on the climate and nature crisis as soon as they take office.

Stay in touch with our campaign as we continue to push for the **Climate and Nature Bill** to be made into law in the next Parliament.

Thank you for supporting our campaign!

ZERO HOUR 

CAMPAIGN RESOURCES

- [Link to find your constituency's action page](#)
- [WhatsApp Campaigner Community](#)
- [Order printed leaflets, posters, and other campaign materials](#)
- [Print ready files \(if you prefer to print your own\)](#)
- [Digital Assets \(for social media etc\)](#)
- [1 min explainer video featuring Chris Packham](#)
- [Template email asking people to support the Bill](#)
- [Template email asking local organisations and businesses to support the Bill](#)
- [Template email asking faith groups to support the Bill](#)
- [Template social media posts](#)
- [Template launch press release \(no local street action, 100 signatures\)](#)
- [Template launch press release \(with local street action, 100 signatures\)](#)
- [Link to find contact details for the candidates standing in your constituency](#)
- [Template email to candidates asking them to back the Bill](#)
- [Template press release for when a candidate backs the Bill](#)
- [Template climate and nature hustings question](#)
- [Setting Up a Climate Hustings Toolkit](#)
- [High Street Stalls Toolkit](#)

- [Climate Cafes Toolkit](#)
- [Book the pop up Letters from the Global South Exhibition for your Constituency](#)
- [Climate Chats with your Prospective Parliamentary Candidates \(PPCs\) Toolkit](#)

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