



## Getting started

*Read this first to get an overview of the Airplot owners campaign*

So you're already a beneficial owner of the piece of land we've bought down on the site of the proposed third runway. Brilliant! But there's more you can do to help our campaign and (just as importantly) have fun at the same time. Just read on...

### **Basically, there are two things we'd like you to do:**

1. Find more people to become beneficial owners – the more people we have, the harder it will be for the third runway to go ahead.
2. With those people you've found, find creative and unusual ways to show your opposition to the third runway, and let your MP know.

Here's how to go about it.

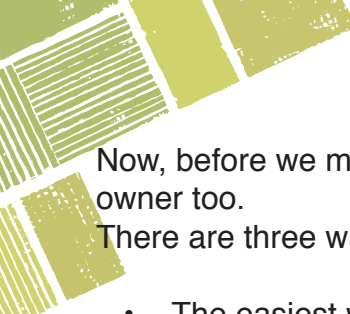
### **Step 1 - Find more people**

You are one of over 55,000 people who have become beneficial owners but we want to find more people who are also willing to sign up. We'd like to have 100,000 owners by the first anniversary of the plot in January. So we need you to go out and find those people – not by standing on the street and asking random passers-by to sign a petition, but by talking to people you already know, the people in the communities and networks you're already part of.

As an Airplotter, you're a member of that large and disparate community who can't see the sense in expanding airports. And unless you're a hermit (in which case, what are you doing using a computer?) you'll also be part of many other communities through work, school, hobbies, sports, neighbourhood groups and so on. A quick survey in the Greenpeace office revealed a staggering diversity of communities: Sufi dancers, knitting circles, horror film aficionados, ukulele players, bike enthusiasts, jazz bands, kuub players, extreme Frisbee teams, netball players, goths, complimentary health practitioners, Risk players, craft club members, Camra drinkers, chi kung, yoga...

Just imagine if we went to all those groups, networks, teams and clubs, and persuaded everyone involved to become an Airplotter too. It would show there is a mind-bogglingly diverse range of people who don't agree with building a third runway.





Now, before we move on to step 2, make sure everyone has signed up to become a beneficial owner too.

There are three ways to do this:

- The easiest way is to ask them to **text AIRPLOT to 64118**;
- You can also direct them to [www.airplot.org.uk](http://www.airplot.org.uk) to fill in the form;
- You can also download a sign up card from [www.airplot.org.uk/toolkit.html](http://www.airplot.org.uk/toolkit.html), print it off, photocopy it, get it signed and then send it back to the Greenpeace office.

## Step 2 - Get creative

Now comes the really fun part. With your bunch of friends/team mates/co-workers, come up with an idea to express how you feel about airport expansion. Tap in to the genius and creativity within your community and put your minds to coming up with something memorable - the more interesting, inspired and insane your ideas are, the better.

It could be an event such as a street festival, a concert or sports match, or something you make together. For instance, our resident ukulele player is going to compose a song explaining why a third runway is not a good idea and will get her ukulele group to perform it with her.

The idea is to do something which you can share with others to spread the word, and here we're particularly talking about your MP and other political party candidates before the election. On to step 3.

*For more ideas, download **Starting Your Own Airplot group** from [www.airplot.org.uk/toolkit.html](http://www.airplot.org.uk/toolkit.html).*

## Step 3 - Tell your MP about it

As well as getting more beneficial owners, we want you to tell your MP about your objections to a third runway. You've probably already written to them about the matter, but letting them know what you and your community have been up to will have even more impact. You might even be able to create a photo opportunity for your MP to get involved with.

Some MPs are already beneficial owners themselves, some have just expressed their opposition to runway number three, while others have downright refused to support our campaign. Regardless of where yours sits on the spectrum, you should let them know about the community you've mobilised to stop airport expansion. If you've organised an event, invite them to it; if they can't make it, go and meet them at their next constituency surgery; if you made something, send them photos and videos.

With a general election looming, they should be particularly receptive to issues being pushed forward by their constituents. That also goes for the prospective candidates and with a general election next year, everyone will be responding to the issues their voters are interested in. You can make airport expansion one of those issues.

*For more ideas on this, download **Tell Your MP** from the [www.airplot.org.uk/toolkit.html](http://www.airplot.org.uk/toolkit.html).*

For more information

[www.airplot.org.uk](http://www.airplot.org.uk) | [airplot@uk.greenpeace.org](mailto:airplot@uk.greenpeace.org)



## Step 4 - Tell your local media

Any local media you can get your hands on. If you can get your idea a few column inches on the local paper, that's worth its weight in gold and a sure-fire way to see that your MP knows what you're up to. You've seen the sort of stuff that makes it into the local paper – they are starved for interesting stories and we know you can make the cut. Be sure you tell them in advance of any event, so they can get their reporters down there.

*For more details on this, download **Tell Your Local Media** from the [www.airplot.org.uk/toolkit.html](http://www.airplot.org.uk/toolkit.html).*

## Step 5 - Tell us, tell everyone!

We'd love to know what you're up to so please tell us about the bizarre and beautiful ideas you've come up with and what happened. Tell us how your idea went, what happened and what the response was. Even better, tell everyone else by posting blogs, photos and videos to the web. We'll be monitoring things like Youtube, Flickr and Facebook but if you do put anything online, tag it with AIRPLOT and be sure to let us know. We'll be featuring the best ideas on the Greenpeace website and in our Airplot emails.

*For more details on this, download **Tell Everyone Else** from the [www.airplot.org.uk/toolkit.html](http://www.airplot.org.uk/toolkit.html).*

## Any questions?

**Email:** [airplot@uk.greenpeace.org](mailto:airplot@uk.greenpeace.org)

We can't wait to see what you come up with. We can't lend a hand in getting your idea off the ground, but we hope you will find everything you need on the Airplot site to get started. If there's something missing, let us know and we will try to answer all your questions. Now it's down to your own ingenuity and creativity to make that idea everyone laughed at in the lunch queue become a reality.

## The toolkit

Here are just some of the things you can download from [www.airplot.org.uk/toolkit.html](http://www.airplot.org.uk/toolkit.html) to help you:

- tips on finding people like you
- more tips on starting your own Airplot group
- advice on contacting your MP
- help with contacting local media
- guidelines on letting everyone else know
- 10 facts about airport expansion to have at your fingertips
- Airplot Beneficial Owner sign up form
- badges you can print (and make if you have a badge maker)
- Airplot graphics

If you've got cool stuff to add to our toolkit so other Airplotters can use them too, please email them to [airplot@uk.greenpeace.org](mailto:airplot@uk.greenpeace.org)