



Step 2

Starting your own Airplot group

So you've had a bit of a think, you've identified a few people you can approach and a few crazy ideas to get you going. It's tied into something you're already into or you do and you're not alone.

Now we need you to turn this into something that helps stop the third runway.

Start small. Persuade a friend or a relative to help you out (try and find someone enthusiastic and 'glass half-full'). You can do loads of things with just two of you. If there's three of you, then you're ahead of the game.

Have a bit of a brainstorm together about exciting Airplot-themed activities to find out if your friends have any ideas of their own. Once you get a few heads together a good idea may become an incredible idea – and then your mates will be completely on board to make sure it happens.

Or cheat. Find an existing event where you can do something simple to attract a bit of publicity, that you can tell people about, and that you can get a picture of.

A few things to think about before you get started:

Who? Who else can you invite? Who else might be interested in what you're doing? How many people would you like to come along? Just a couple – you could ask a few friends. Want a bigger crowd - you could send out invites, set it up as an event on Facebook or put up posters in the area.

Where/when? Decide when and where you will hold your activity. Find a friendly pub or community centre to hold the event, agree a date. Or maybe you can start in your own kitchen/lounge.

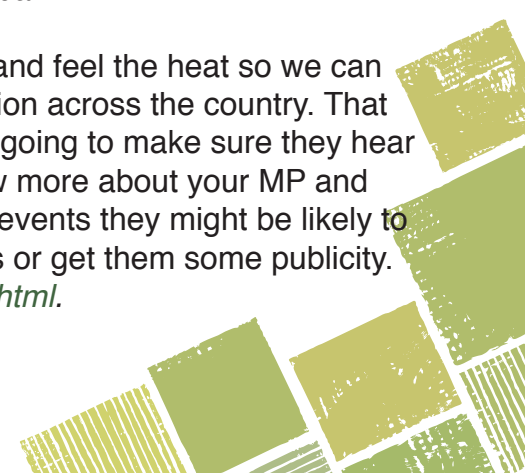
Your meet up? What exactly are you going to do? Step by step work out what you will do and what you might need. Paper Mache, scissors, yarn, snacks, a disco ball?


Your mission. This is all about getting our politicians to take notice and feel the heat so we can overturn the decision to build a third runway and stop airport expansion across the country. That means whatever you do needs to get back to your MP. How are you going to make sure they hear about your activity? This will probably be a mixture of getting to know more about your MP and getting them to come along to one of your events. Think about what events they might be likely to join – something that is going to put them in touch with a lot of voters or get them some publicity.

Download **Tell Your MP** for more ideas at www.airplot.org.uk/toolkit.html.

For more information

www.airplot.org.uk | airplot@uk.greenpeace.org





Contact local media. Even if there are just two of you, you can get a great picture that will convince people that you're a group of people doing things. If you're doing things people will come. Bring a camera. Take a few photos. Or invite a reporter along. A photo in the local paper will have a much bigger impact on your MP than a dozen letters.

Download **Tell Your Local Media** for more ideas from www.airplot.org.uk/toolkit.html.

Your group. You've managed to get a few people out for an event, now we need them to commit to helping us stop the third runway. First, get them to sign up as Beneficial Owners of Airplot and they'll be with you and the rest of us every step of the way. Set yourself a goal and tell people what it is e.g. 100 Scrabble playing Beneficial Owners, and how many people you've already recruited (i.e. 87+). Ask everyone to recruit a friend, and then ask them again.

How are you going to keep in touch with people who want to help – an email list, a Facebook group? Let people who come to your event or just pass by know how they can join you and help out. Are you going to meet regularly or whenever someone has an idea they want to make happen?

Some simple ideas to start you off:

- Organise a fun (or tasty) introductory evening.

We're going to organise a dominoes evening with an Airplot discussion to figure out what we want to do.

- Go get a picture somewhere interesting

We're going to do a photo line up of gnomes against the third runway in front of the clock tower.

- Show a film at someone else's group meeting

We're going to show the Airplot film from the website at the next cycling campaign meeting.

Then think bigger...

So the balls rolling, you've done something, you've got a picture, there's more than just two of you and a bigger group of people have joined your email list / Facebook site / Twitter page or whatever. What do you want to do next?

- Organise a gathering of people with similar interests

We're going to invite all our ukulele playing friends (new and old) to play at an Airplot concert.

- Book a stall at someone else's conference / fair / fete

We're planning a stall at the Whitby Goth festival to sign people up to our email list.

- Get virtual and go viral, invite everyone to contribute to an online activity

We're going to setup a website to upload fish pictures with little Airplot placards in their tanks.

For more information

www.airplot.org.uk | airplot@uk.greenpeace.org



Even bigger things to do.

- Mobilising people, with a shared interest nationally, to journey to parliament for a bigger event

We're going to organise a mass knitting with groups/circles from all over the UK descending on Parliament Square.

- Organise simultaneous events in lots of different linked locations

We're going to host a hill walkers tea party simultaneously on each of the Three Peaks and to invite the three local MPs to join us.

- Encourage individuals with a shared interest to send thousands of things to a target to arrive on the same day

We're going to encourage allotment holders to send carrots to David Cameron with a personal message 'better the carrot than the stick'.

And a final word. We need you to come up with creative and wacky events that are fun, involve lots of people and help keep the Airplot a lively and interesting idea. So please try anything, don't be afraid to do things that seem a bit daft, stop listening to us and go out and try something.

Need an example?

So I've not done this yet, but I do really like boardgames. I also know quite a few other people into boardgames, there's a really good website that reviews boardgames, and there's a couple of good magazines too.

So I'm going to make my life easy, and setup a Facebook group. Maybe boardgamers against the third runway. I'm then going to tell all my mates about it and get them to join that group.

Once there are a couple of us I'm going to suggest a plan. We're going to try and organise a games night down at the King William IV in the village of Sipson. Should start us off.


We'll get some pictures and post the story on the boardgames website, and send it into the relevant magazines. We'll ask other people to join us, to join our Facebook group and to become Beneficial Owners of Airplot.

And then when there are a few more of us, we'll have another idea. Maybe something to do with a chess tournament, I wonder what Kasparov is up to nowadays?

Or another?

Sipson's a bit far for us to go, but the village of Stilton's quite close

So we're going to plan an Airplot themed cheese rolling event for May next year. The event should tie in nicely to the next general election. We can invite the local MP to come along and to pose with our cheese with an Airplot logo on it.



But May's quite a way off, and so until then we're going to organise a couple of cheese tasting evenings in the local pub. Maybe we'll raise a bit of money to pay for the cheese and still have some left over to give to the Airplot campaign. We'll try and get a picture on the cheese websites, and maybe a small piece in the Good Food magazine. It's wacky enough that they might cover it.

Then if there's enough interest perhaps we'll organise a small stall at the annual Great British Cheese Festival which we've always quite fancied going to.

So this might sound a bit odd, but if we can persuade the government that the cheese lovers oppose the third runway then they'll start listening. And even if we just get a good picture of the MP with an Airplot cheese we'll have made a real difference and had quite a lot of fun along the way.