

How to use Fossil Free campaigns site

350.org offers all Fossil Free groups a campaigns toolkit through campaigns.gofossilfree.org. This How To covers how to set up and use petitions, events and the campaigns site's email and social media sharing functions.

1 Start a campaign



To start a petition, go to campaigns.gofossilfree.org click on the button and follow the on-screen instructions.

institutions that care about the planet and its residents. Solving the climate crisis is the only practical choice for governments that care about their solvency.

We're asking for these institutions to:

1. Immediately freeze any new investments in fossil fuels.
2. Divest from direct ownership and any commingled funds that include fossil fuel public equities and corporate bonds within 5 years.

New Campaign

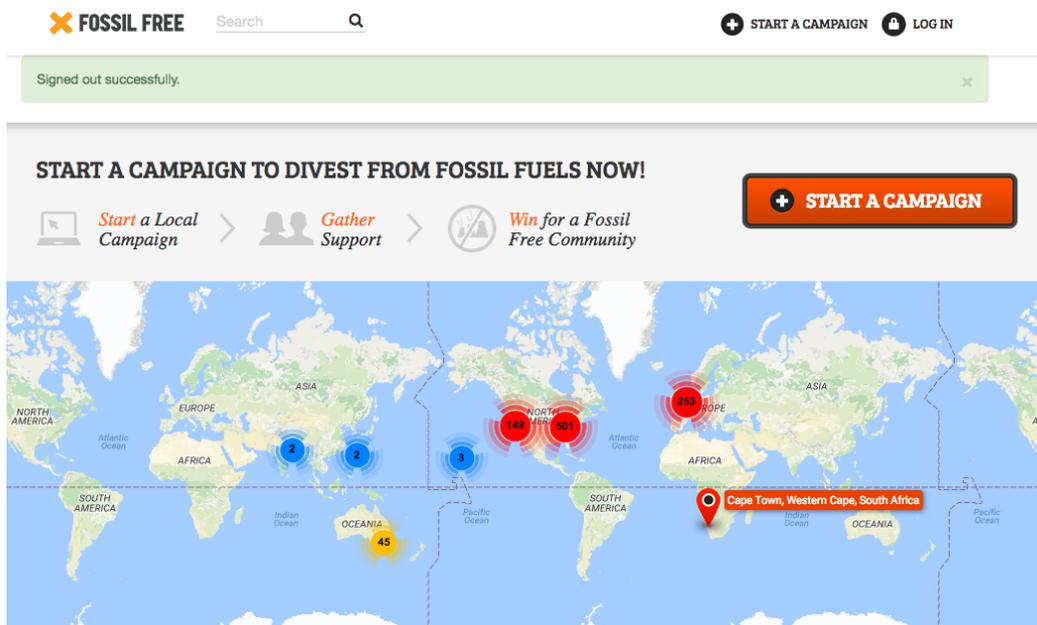
Petition title *

* required field

What is your petition trying to do? (e.g. "Divest Springfield From Fossil Fuels"). Remember to keep it short and punchy, people can't sign onto something they don't understand.

Whom are you petitioning? *

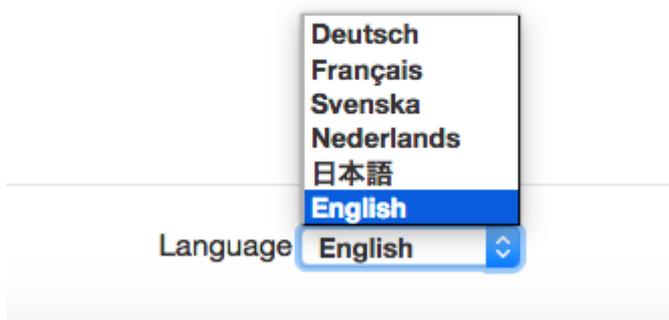
What do you want them to do? *



2 The site works in 6 languages



Scroll to the bottom left of the page to select your language.



3 Managing your petition



Once you'll filled in all the fields and created your petition, you can view it online immediately.

It will go to an admin for moderation before its listed publicly on the Go Fossil Free site and someone in your country may be in touch with you to help you refine your petition and design your campaign.

When you're logged in, you will be able to manage, edit and do lots more with your petition. **Click Manage.**

The first set of tools lets you **easily share your petition on Facebook, Twitter and by email with friends.**

From the menu on the right you can also:

- **edit your petition** - be careful to get your wording and demands right before you start collecting signatures since only minor amends are advisable after people have started signing it.
- **set a short URL** - you can customise a shorter, memorable link for sharing on social media.
- **add campaign admins** - it's a good idea to have more than one person in your group with access to the petition tools so you can share the load.
- **embed petition** - if you have your own website, make sure to ask your national campaign coordinator for the code to embed your petition in your site.

Administrative Tools NOTES Status: Awesome SAVE NEXT

MANAGE **ADMIN**

To: The London Pension Fund Authority

Divest the London Pension Fund from Fossil Fuels

DL Campaign created by Divest London **Fossil Free UK - Local Authorities**

2,179 of 3,000 signatures

Sign the petition

First Name

Last Name

Email

Phone Number

Postcode

Country

FOSSIL FREE Search Q START A CAMPAIGN LOUISE HAZAN

DIVEST THE LONDON PENSION FUND FROM FOSSIL FUELS

VIEW ADMIN

SHARE ON FACEBOOK

SHARE ON TWITTER

SHARE VIA EMAIL

Posting to your facebook wall is one of the most effective ways to spread your campaign

GETTING STARTED

- EMAIL SUPPORTERS
- COLLECT SIGNATURES ON PAPER
- DELIVER PETITION
- ORGANISE EVENTS

- Edit Petition
- Set Short URL
- Campaign Admins
- Embed Petition
- Hide Petition
- End Campaign

Supporters can contact me

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Using the email functions



Once people have signed your petition, you will be able to stay in contact with them and send them updates about the campaign - for eg. about upcoming meetings, petition hand-in events and other actions you're planning locally.

You'll find some ready-made email templates if you scroll down.

Simply write your email, remember to include useful links and have someone else in your group check it over before hitting send. Your email will go to your national site moderator. If it's time sensitive, do contact them to let them know there's an email ready to go out. ([Contacts](#))

NB: this is one of the most important tools for keeping your campaign growing. **Email your petition supporters regularly with updates and ways they can get involved.**

There's also a tool that allows you to **add Updates to your petition's public page**. You can add pics, links, videos and short text. Scroll to the bottom of your petition page and login

to view the update input field.

DIVEST THE LONDON PENSION FUND FROM FOSSIL FUELS

VIEW ADMIN

EMAIL SUPPORTERS

Send an email to everyone who has signed your petition. You can send up to three emails each week.

[There are Templates and Examples below.](#)

From:

"Louise Hazan via Fossil Free" <divest@gofossilfree.org>

To:

2115 supporters of the Divest the London Pension Fund from Fossil Fuels petition

Subject:

B *I* U Font Sizes

+++++

Not sure what to write? [There are templates on the bottom half of the page that you can use - just scroll down.](#) Remember to delete this message before you send the email.

GETTING STARTED

EMAIL SUPPORTERS

COLLECT SIGNATURES ON PAPER

DELIVER PETITION

ORGANISE EVENTS

EMAIL TIPS

Your subject line is the first thing people will see – and it's how people will decide if they want to open your email. Keep it short and punchy and test it out on your friends.

Double check your emails for spelling and grammar mistakes – better yet, have a friend read over it for you.

Most people only skim emails – so keep it short and bold important information.

Updates

What's going on?

POST You can include a URL to link to a video or image in your post

- 2 months ago**
We handed in the petition with over 2000 names to the Chair of the LPFA Board! Check out the press release and photo here:
<http://gofossilfree.org/uk/press-release/thousands-of-londoners-call-on-public-pension-fund-to-act-on-climate-change/>
- 3 months ago**
1,000 signatures reached
- about a year ago**

5 Collecting and inputting petition signatures



To make collecting signatures in person easy - you can **download a printable version of your petition to bring to events** - don't forget lots of clipboards and pens.

When your event is over you can enter the petition signatures you've collected using the simple input tool so that they're all in one place. If you have a big spreadsheet with too many signatures to enter by hand, we can also upload them for you (as long as the fields are the same as on the petition form). Email your [350.org](https://www.350.org) contact nationally for help with this.

FOSSIL FREE Search **LOUISE HAZAN**

DIVEST THE LONDON PENSION FUND FROM FOSSIL FUELS

COLLECT SIGNATURES

You can grow your campaign by collecting signatures at street fairs, markets, and other places where people gather. Here are some ideas for offline signature gathering campaigns that you could consider.

- Setup a table at your local farmer's market.
- Invite friends and neighbors over for a meeting to talk about the issue.
- Talk to other parents picking up their children from school or at classroom events.

Use our printable petition form to collect signatures, and then come back to this site to quickly enter the signatures that you gather. By adding the offline signatures you collect to the site you'll be able to reach those people via email, grow your total, and easily deliver the signatures to your target.

Please note that your offline signatures will need to be entered by hand. To avoid duplicated effort, we recommend that you not type them up ahead of time. Remember: first & last name, email address, and zip code are required!

COLLECT SIGNATURES ON PAPER

GETTING STARTED

EMAIL SUPPORTERS

DELIVER PETITION

ORGANISE EVENTS

- Edit Petition
- Set Short URL
- Campaign Admins
- Embed Petition
- Hide Petition

Enter Petition Signatures

Enter petition signatures below. Save as you go so you don't lose any of your work.

First name *	Last name *	Email *	Phone	Postcode *
<input type="text"/>				
<input type="text"/>				
<input type="text"/>				
<input type="text"/>				
<input type="text"/>				

* required fields



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Delivering your petition

To make an impact you need to deliver your petition to your target, the more creatively and publicly the better!

When you're ready for your first hand-in, go to **Deliver Petition**. You have the option to either **print all the signatures off as a PDF** or **download a .csv spreadsheet** of your signatures. This might be helpful if you want to go through to identify particular signatories (eg. academics, high profile signatories etc) or just to sort the signatures into a particular order.

You can also **organise a hand-in event**. Click the button and follow the instructions to set up the date and details. Once you've saved the event you'll have the option to auto-invite all petition signatures to the hand-in using the email function (see step 4)

DIVEST THE LONDON PENSION FUND FROM FOSSIL FUELS

VIEW ADMIN

DELIVER YOUR PETITION

DOWNLOAD PRINTABLE PETITION PDF or download a csv export of signatures

ORGANISE A HAND-IN EVENT

Delivering the signatures you've collected is a powerful way to show your target the amount of people who care about your issue. *When* you deliver your petition depends on your campaign and your community. Is there a deadline you need to be aware of, like a Council or Board vote? Is your community small, necessitating only a small number of signatures in order to influence a decision? Will you use your petition delivery as a media hook to drive more exposure? Use your judgement, and time your petition delivery to have the greatest possible impact.

Here are a few tips:

Email your Target

You can deliver your petition by emailing it to your target. Here's how:

- ▶ Step 1: Download the printable petition PDF below
- ▶ Step 2: Find the contact address for your target.
- ▶ Step 3: Send an email introducing yourself and the issue.

GETTING STARTED

EMAIL SUPPORTERS

COLLECT SIGNATURES ON PAPER

DELIVER PETITION

ORGANISE EVENTS

- Edit Petition
- Set Short URL
- Campaign Admins
- Embed Petition
- Hide Petition
- End Campaign
- Supporters can contact me

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Organise campaign events and invite petition signers

You can add any events associated with your campaign to the petition site too - and it will enable you to invite all your petition supporters along.

Events to add could include your regular campaign planning

meetings, public actions, or a rally outside the all-important meeting where your target decides to divest or not.

Simply fill in the event description form and follow the instructions to send an invite to supporters. Again, these invites will be moderated, so contact your national campaigner if there's a rush.

The screenshot shows the Fossil Free website interface. At the top, there is a search bar and a user profile for Louise Hazan. The main content area features the title "DIVEST THE LONDON PENSION FUND FROM FOSSIL FUELS" and a list of ideas for holding events. A prominent orange button labeled "SET UP AN EVENT" is circled in orange. To the right, a sidebar contains a vertical menu with options: "GETTING STARTED", "EMAIL SUPPORTERS", "COLLECT SIGNATURES ON PAPER", "DELIVER PETITION", and "ORGANISE EVENTS". The "ORGANISE EVENTS" option is also circled in orange. Below the menu, there are links for "Edit Petition", "Set Short URL", "Campaign Admins", and "Embed Petition".

8 Extras: adding a custom field to your petition

It might be useful for your campaign to find out how people who are signing your petition are connected to the institution you're targetting to divest. For example, are your supporters a customer of the bank or a member of the pension fund that you're targetting ?

We can help you to **set up a custom field that people can answer** when they sign your petition. This can be either a

checkbox or **text field**. Contact your national campaigner to help you set this up.

Signature Form

Change the fields signers fill out, or turn off the ability to sign CLOSE

Hide signature form
 No

Custom fields
Petition does not have any additional fields defined. ADD A CUSTOM FIELD

Short name *	Type	Label *	SAVE
<input type="text"/>	<input type="checkbox"/> Checkbox <input type="checkbox"/> Text field	<input type="text"/>	

A short name for internal use, e.g. "is_customer" or "twitter_handle"

For display on the signature form

Country

I am a Barclays customer

SIGN

When you sign we'll keep you updated about this campaign and the Fossil Free movement -- you can unsubscribe at any time. We never sell or share your details with anyone - read our privacy policy - <https://350.org/privacy>.

LAST SIGNED BY:

Catherine W. 37 minutes ago

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Extras: Connect your social media accounts to your petition



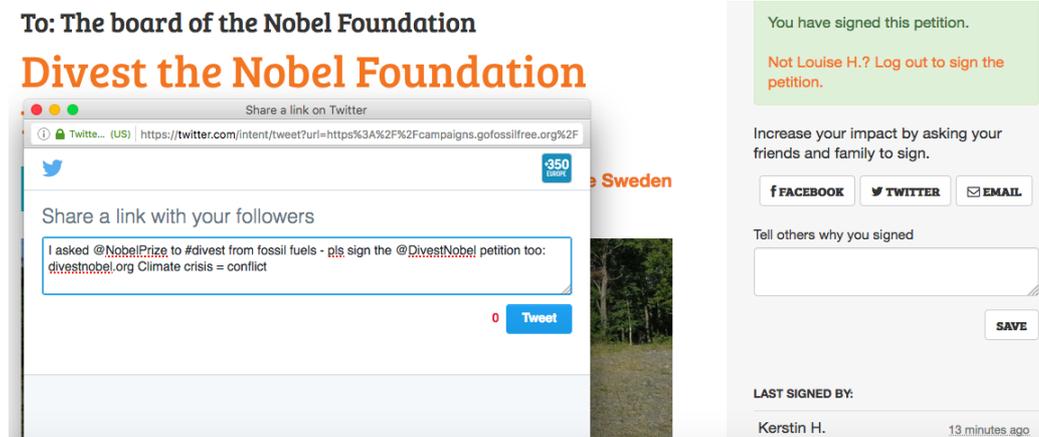
You can **add links to your Facebook page or blog to your Fossil Free petition page**. Simply add the links when you first create the petition or go into Edit Petition.

We can also help you **set up a custom Twitter share message**. For example, when people click the button to tweet

about your petition it can mention your target Twitter handle and your own local group.

To: The board of the Nobel Foundation

Divest the Nobel Foundation



The image shows two overlapping screenshots. The left screenshot is a Twitter share dialog with the text: "Share a link with your followers" and "I asked @NobelPrize to #divest from fossil fuels - pls sign the @DivestNobel petition too: divestnobel.org Climate crisis = conflict". The right screenshot is a petition signing page with a green confirmation box: "You have signed this petition. Not Louise H.? Log out to sign the petition." Below this are social sharing buttons for Facebook, Twitter, and Email, a text box for "Tell others why you signed", and a "SAVE" button. At the bottom, it says "LAST SIGNED BY: Kerstin H. 13 minutes ago".

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A note on data privacy



What happens to people's data when they sign the petition?

The campaign tool is subject to [350.org's privacy policy](https://350.org/privacy-policy) on how we handle data. There is a data protection statement under each petition which people will read before signing.

As the petition creator, you will have the ability to email all petition signers through this site, and to download the names, phone numbers and addresses of all your petition signers for petition delivery purposes. You will not be able to download their email addresses (eg. to add them to a different mailing list).

All petition signers will be subscribed to [350.org's](https://350.org) Fossil Free email list for the country they live in. They will receive a welcome email and be able to unsubscribe at any time.

350.org will never sell or share people's personal data with a third party. Where 350.org works in partnership with a national organisation running a divestment campaign, the petition will display a different data protection statement, and we can add an opt-in/opt-out tickbox to allow people to join our partners

email lists if they wish.

SIGN

When you sign we'll keep you updated about this campaign and the Fossil Free movement -- you can unsubscribe at any time. We never sell or share your details with anyone - read our privacy policy - <https://350.org/privacy>.

- I am a member of the Pension Fund
- Send me updates from Divest Scotland

SIGN

You may receive occasional updates from the petition starter about this campaign, and you can opt-in to receive updates from the Divest Scotland campaign, coordinated by Friends of the Earth Scotland.

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Untitled Step

