



**#NO2NO DEAL**

**VIRTUAL ACTION DAY GUIDE**

**8TH OCTOBER 2020**

# YOUR GUIDE TO THE ACTION DAY

**This is it!** We are mere weeks away from the day on which Boris Johnson's government says that they will walk away from a trade deal with our closest trading partner. If we want to stop this from happening then the time to start making some noise is **NOW!**

We know, from the government's own leaked report, that No Deal will mean queues at the border, vital medical supplies are likely to be blocked, and food supplies disrupted. We know that a failure to secure a deal will have a disastrous effect on local communities. What we don't know is what the impact of a No Deal Brexit will be when combined with a second wave of COVID-19 and the worst recession in years. **We simply cannot afford to find out.**

**We cannot let this moment pass us by.** That is why we are asking **you** to join us for a big online day of action. There are loads of ways you can get involved from spreading the word on social media, to signing the petition, to attending out virtual rally. But the biggest way that you can have an impact is to **go directly to your MP.**

Have a virtual cup of coffee and a conversation with your MP. Tell your representative that you say **#No2NoDeal**. Tell them why you and your friends believe that a No Deal Brexit would be a bad outcome for your local community.

We have stopped a No Deal Brexit before, **but this is our last chance.** It is more important than ever that we make our voices heard.

We have done Action Days before as part of the People's Vote campaign, and as part of our own pro-European campaigns, but this is our first online action day.

Be part of this historic moment. The first big online action day

**WWW.ACTIONDAY.UK**



Your MP is your representative... and speaking to them works!

*"Thank you for your previous correspondence, I received a huge number of letters... and each and every one has helped me reach the decision."*

**Antoinette Sandbach MP, 12/09/19**



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**WE MUST ACT NOW**



# FREQUENTLY ASKED QUESTIONS

## What is an Action Day?

We have been hosting action days for years now, running hundreds throughout the People's Vote campaign and in our own campaigns before that. Usually, it would involve taking specific actions in person, whether by running street stalls, delivering leaflets, helping us at regional showcase events, or something else entirely. But this year we are taking it online!

On 08 October 2020, we are asking thousands of people to unite, to take action, and to help us stop a No Deal Brexit. There will be loads of things that you can do to make an impact.

But one essential part of the day will be the online meetings with MPs.

We are asking you to meet with your MP and to explain to them why a No Deal Brexit will be bad for you and your community. We are asking you to get your MP to commit to taking action to stop a No Deal Brexit. Whether that is by asking questions in parliament, writing an article, writing to the Prime Minister, or writing to their party leader.

## Meeting my MP virtually? Is that possible?

You can sign up to take part in the lobby online at [www.actionday.uk](http://www.actionday.uk). Once you have signed up we will send you more information about emailing your MP. Once you have asked to meet your MP online, they will propose a time and send you a link to an online meeting.

## What do I say to my MP?

As a constituent, we want MPs to hear about why you care about a No Deal Brexit and what are your personal and local concerns. So exactly what you say is up to you, however it is essential that you link your Brexit concerns to issues facing your constituency and community.

However, we will provide some pointers, and you can contact your local EM group if you want more information on what local issues to discuss. In this guide we provide an example of how you might want to approach the call, and information that can help the conversation flow. We will also send the latest No Deal facts and talking points shortly before the action day.

## Remember what you are there for

The important thing to remember is that we are trying to persuade MPs to do all they can to Stop a No Deal Brexit. Therefore, it is important that you are polite and that you are building a good relationship with them so that you can show the MP why getting a deal matters in the community they represent. No person will listen if they feel attacked.



Ultimately, we want you to ask your MP to show their support for getting a trade deal with the EU. But remember this is the start of the conversation. Who knows what is going to happen in the next few weeks? By building a relationship with your MP now, you can come back and ask your MP to take specific actions later.

### **I don't want to meet my MP, is there anything else I can do?**

Meeting with your MP, individually or as part of a group, is the single most powerful thing you can do. However, you would rather not meet them then you can write a letter to ask them to take a stand against a No Deal Brexit.

You can e-mail [actionday@europeanmovement.co.uk](mailto:actionday@europeanmovement.co.uk), or speak to your local European Movement group, for advice on writing letters like this.

### **I want to join in with other actions on October 8th**

We might not be able to march on the streets, but we can still make a huge noise. Here's how you can make an impact on the day.

We will hold a virtual rally at 7pm to coincide with the lobby. Get involved by downloading a placard, taking a selfie, and posting your rally photo on social media before the event!

We will also host a live discussion on twitter at 5pm. To make it as big as possible, join in and tweet using the hashtag #No2NoDeal.

People will be signing petitions, writing letters, and taking part in any way they can throughout the day in communities across the UK..

If you decide to join the virtual lobby we will send you details of regional Facebook groups where you can link up with other people, and with local groups, to discuss the lobby.

### **I want to help promote the action day on social media. What can I do?**

There are lots of things that you can do to help us make the day a success on social media. The most important thing is to share and retweet messages about the action day on our Twitter and Facebook accounts:



@euromove



/EuropeanMovementUK

You could also download and print one of our placard designs, take a photo of you with it, and post it to social media to encourage people to sign up to the Action Day and virtual rally.

To download the placards visit **[www.actionday.uk/materials](http://www.actionday.uk/materials)**

We also have some ready printed placards which we can post to you for free. To request a batch of these (first come first served) visit **[www.actionday.uk/sendmeplacards](http://www.actionday.uk/sendmeplacards)**



# 5 STEPS TO GETTING A MEETING

## STEP 1

**When: NOW!**

Email your MP and invite them to a meeting via [www.actionday.uk](http://www.actionday.uk) or using the template letter on page 8.

You can invite others along to the meeting too if you'd like.



## STEP 2

**When: 3 days later**

Follow up your email with a call to your MP's office to book the virtual meeting.



## STEP 3

**When: 3 days before meeting**

Use the checklist on page 10, or create your own, for what you're going to talk to your MP about.

If you have any questions, email [actionday@europeanmovement.co.uk](mailto:actionday@europeanmovement.co.uk)



## STEP 4

**When: October 8th**

Today is the day. Meet with your MP. Email the address in step 3 afterwards to let us know how it went.



## STEP 5

**When: A few days later**

Follow up with your MP. See page 18 for information.



# STEP 1: INVITE YOUR MP

## When: NOW

Send your MP an email inviting them for a meeting with you on October 8th. We have created a handy online tool to make sending this email easy for you. To access it, visit:

**[WWW.ACTIONDAY.UK](http://WWW.ACTIONDAY.UK)**

**IMPORTANT:** You must personalise the email template. Otherwise it's highly likely that the MP's staff will disregard it. You can also write your own email, by finding your MP at the link above.

## Key things to remember

- **Tell your MP that you are a constituent**  
Putting your postcode, or full address, in the message will let the MP know that you are a constituent, otherwise they'll be unable to meet you.
- **Tell your MP that you are concerned about a No Deal Brexit, and that you would like to discuss it with them**  
Let them know why, as a constituent, you are personally concerned about the issue.
- **Ask your MP to set up a Zoom (or equivalent) virtual meeting link**  
You can email [actionday@europeanmovement.co.uk](mailto:actionday@europeanmovement.co.uk) if you are unsure about using virtual meeting software such as Zoom.
- **MPs have limited time**  
Let them know that you are happy for other people to join if they have had other requests to meet as part of the #No2NoDeal action day. Meeting as a group will mean that as many people as possible can meet their MP as part of the action day on 08 October.
- **If you can't get through to your MP by email, give them a call**  
You can reach your MP by calling parliament's switchboard and asking for your MP's office. Just call 020 7219 3000 and follow the instructions.
- **You can invite other people to join**  
The more of us that attend meetings with our MPs, the more powerful we are.

Remember that MPs want to meet their constituents, not organisations. So make sure that you invite them to the meeting, and attend it, as an individual constituent and not as a member of either European Movement UK or your local group.

You can use our handy tool on [www.actionday.uk](http://www.actionday.uk) to send an email directly to your MP, or you can use the template on the next page. **But don't forget to personalise the email!**



# TEMPLATE INVITATION LETTER

Dear *Jo Bloggs MP*,

My name is *FirstName LastName* and I am writing to you as one of your constituents. I hope you are well during these difficult times, and thank you for taking the time to read this letter.

I would like to invite you to meet me and other constituents at an online lobby event on 8<sup>th</sup> October that is being hosted by the European Movement, dedicated to discussing the negative impacts a No Deal Brexit would have on *ConstituencyName*.

News reports and government leaks have confirmed that No Deal would be a threat to our economy, to our NHS, and to jobs, it is really important to me that people in the constituency can meet you to discuss our concerns.

Although we cannot meet in person, there is still lots to discuss. Please send me a link to an online meeting (e.g., Zoom) on 8<sup>th</sup> October, at whatever time works for you.

You may be receiving similar requests from other constituents. If it would be more convenient for you, I am happy to join others in a single meeting with you to discuss the issue. I know how packed your schedule must be, and I would really appreciate even just 20 minutes of your time.

Please confirm the time of our call as soon as possible.

Many thanks,

*FirstName LastName*

*Postcode / Address*

*Phone number*

## Email subject lines

To make the email more personal use your own subject line. A few ideas could include:

- "Discussing the possible impacts of No Deal on [constituency name]"
- "Request to discuss No Deal effects on me and other constituents"
- "No Deal's impacts on our community in [constituency name]"
- "How would No Deal affect our public services?"

As with the email itself, the more personal the subject is the more likely your MP is to read it.



## STEP 2: CALL TO CONFIRM

### When: 3 days after your email

After emailing, if you don't hear back then make sure you call them to confirm.

MPs are very busy at the moment, and just because you don't hear back doesn't mean that they don't want to meet you. If you don't hear anything after a few days then give them a call – you can find their office phone number at [parliament.uk](https://parliament.uk).

Remember: Your MP is your representative, so it's fine for you to keep trying to meet them!

Some pointers for the call:

- Say that you have emailed about setting up an online meeting for 08 October, and that you'd like to know if it's possible to arrange a time over the phone now?
- Ask them if they can set up a virtual call for the meeting.
- Ask them if they can send a meeting link to your email address.
- Thank them for their time, as you know that it is very busy at the moment.
- Importantly, don't feel embarrassed. It is your MP's job to respond to constituents.

Once you have arranged the call, let us know by visiting [www.actionday.uk/mymeeting](https://www.actionday.uk/mymeeting) or by emailing [actionday@europeanmovement.co.uk](mailto:actionday@europeanmovement.co.uk).

If you are happy for us to do so, we will put the times of meetings on our campaign website. That way others in your constituency can join in to make sure that the MP can speak to as many people as possible. Lots of people would rather not meet their MP alone, and this is a great way to ensure that people feel empowered to take part.

Whilst publicising the time of your meeting with others is great, please only share the link with those you know personally and trust. Do not post the link in any public forums or publicly on social media. Doing so would risk calls being hacked, meetings being derailed and vital opportunities to stop a No Deal Brexit being lost.

Some MPs may not be able to meet, and we must respect this. If your MP says they can't meet you, **thank them for their time** and let them know that you appreciate how busy they must be at the moment.



## STEP 3: PREPARE FOR THE MEETING

### When: A few days before the meeting

First and foremost, make sure you have arranged a way to meet your MP. Have they sent you the meeting link? If not, get back in touch with them as soon as possible and ask for a link.

*“When preparing what you want to discuss keep in mind that you won’t get much time with your MP - surgery meetings can last around 20-30 minutes, and are unlikely to be longer than that.*

*That makes it all the more important to prepare what you’re going to say beforehand, to make sure you don’t take up the whole meeting time explaining the issue at hand without getting on to talking about what action you want your MP to take.”*

**Jane Thomas and Cliff Mitchell, European Movement UK activists**

### Planning tips

It can be a bit daunting deciding what to talk about, especially if you have never met with your MP before, so here are a few tips.

#### You don’t need to be an expert

You don’t have to be an expert on a No Deal Brexit, so just go there and speak about why you are worried about a no deal, and what you think the impact will be on the local community.

#### Find common ground

You won’t see eye to eye on everything - but try not to get trapped into an argument. Instead, find what you do agree on and focus on how no deal will impact that. Doing research on your MP beforehand can help you find out what they are interested in and what they care about.

Websites like TheyWorkForYou can help you dig a little deeper into what MPs care about. However, avoid focussing on how MPs have voted in the past! This meeting is about persuading your MP to support a deal now, not fighting past battles.

Want to become an expert on your MP? See page 6 of our Advocacy guide for more ideas.

#### Talk about issues

Discussing No Deal Brexit, it is often easy to get caught up in ideological battles. But focussing on ideological differences won’t bring your MP round on this issue. That is why it is best to link No Deal to tangible issues that affect their constituents directly. Linking it to topics like the NHS, local businesses and employment, or farming would make this issue more tangible and help you to find common ground.



### Choose something to focus on

Your meeting is likely to be short - perhaps 20-30 minutes long. Therefore, it is best to choose what to focus on and stick to it.

### Make it personal and local

You are visiting your representative as a constituent and they want to hear what you think. By making the discussion local, you are making the issue close to home. And by making the discussion personal and talking about what you know, you will be more convincing. For example, you might want to think about your occupation. Are you a doctor? Talk about the impact of No Deal on medical supplies. Do you run a business? Talk about the impact of No Deal on your business. This is just a starter - you might be affected by No Deal Brexit in other ways, and your MP needs to hear them.

### Make it about more than Remain versus Leave.

The topic of Brexit can be very divisive. It can be tempting to restart old arguments about why Brexit is damaging, and why our future should be in the EU. But this would be a mistake. To stop No Deal, we need to bring on board MPs who supported and still support Brexit. Simply put: if we want to win, we need to focus on why ending the Brexit transition period without a deal is terrible **regardless of whether you supported Brexit or not**. When meeting your MP, leave old arguments out of it and focus on the harm that No Deal would do in your community right now.

### If there are others joining

Your MP may tell you that lots of constituents have asked to meet to discuss No Deal as part of the No 2 No Deal online lobby. This is a good thing! MPs are more likely to listen if they think an issue resonates with lots of people in their constituency. It can also be more empowering to meet your MP as part of a group of people.

If a group of you are meeting your MP together, we will aim to bring you together beforehand.

By coming together beforehand, you can make sure that you all make the most of the meeting and get your points across clearly.

You can connect with others in your area to discuss the meeting beforehand by:

- Finding your nearest European Movement branch or local group [here](#)
- Joining your online lobby Facebook group
- Connecting with them online to discuss the online lobby on Twitter and Facebook

If you are meeting your MP as a larger group, it might be best to agree some set roles before the day so that you make the most of the meeting. For example, one person may wish to act as a chairperson, while another might wish to discuss the local impacts of No Deal, while another asks the MP to commit to stopping No Deal.

Some people may want to attend but may not want to speak. That's also fine! Even by simply attending you are showing that there is real support behind our campaign.



## Tips for a meeting online

In the past few months, you may have become an expert at online calls, or avoided them at all costs. Either way here are a few tips to help you run a smooth meeting.

### **Check whether it works before you start**

You may not have used this kind of software before. Don't worry if you haven't! There are loads of tutorials online to teach you how to use it. and we are happy to provide advice if needed. Before you start the call with the MP test out the software with family or friends. If it really won't work or you don't want to use it, you can always arrange to use a different software or just make a phone call.

### **Always be polite and friendly**

Remember what you are there for: to convince your MP that a No Deal Brexit is a bad outcome for your constituency. No one is going to be convinced by being called names or falling into an argument. If you are not getting anywhere with one topic, move the conversation onto an area where you have common ground - this could be local businesses, the supply of medical equipment to your local hospital, or something else entirely.

### **Lights, Camera Action... Video on**

If you are able to, turn your video on. It is always nice to see the people you are speaking to.

### **If you're not speaking, keep mute**

If you are calling with others remember to mute yourself. background noise from 10 people can make it impossible to hear anything. Remember to unmute yourself when you speak!

### **Try not to talk over anyone**

To allow everyone a chance to speak, and the MP to respond, allow others time to speak and avoid talking over each other. This should feel like a conversation and the MP should look back at it positively.

### **The comment box**

Don't feel like you need to chip in every time you think of something, the chat box is great to make short statements or to agree with something that someone is saying.

### **The set up**

Join the call from a quiet place, and make sure the lighting is good. There is nothing worse than starting a call before realising that nobody can see your face! Make sure your internet connection is stable. If your computer has the ability, using an ethernet cable to connect it to the internet will give you a more reliable connection than via Wi-Fi.

If you would like an activist or member of the team to call in with you, get in touch with us at [actionday@europeanmovement.co.uk](mailto:actionday@europeanmovement.co.uk) and we will do our best to find someone to be there with you.



## STEP 4: MEETING DAY

**When: 08 October 2020**

### **THIS IS IT!**

Today you are meeting your MP. If you are meeting with other people it would be a good idea to get together just beforehand to run through how the meeting is going to go.

Join 5 minutes before the start time to make sure that you are there on time. Most things should already be done, but here are our final top tips for a good meeting.

### **Our top tips**

#### **Be kind and polite**

The aim of this meeting is to build a relationship with your MP. It is important that your MP listens to you, and no one will listen to someone who is arguing with them or being rude. Keep it **light** and **polite**, and if you reach a deadlock, move the conversation on to a topic where you might have some common ground.

#### **Stay on topic**

Remember you are trying to persuade them to take future action in support of stopping a No Deal Brexit. Their past actions are irrelevant to this conversation, so avoid dwelling on these or fighting past battles.

#### **Be personal and authentic**

Tell a story about how No Deal Brexit would affect you and others like you. Meeting with your MP works because it emphasises that there is deep support for a cause in the MP's local community and they have to listen. Speak authentically and from your own experience and talk about the impacts on other people that you know. Do you work or volunteer in a sector vulnerable to the fall-out of No Deal? What would this mean to you?

#### **Make it local**

Local issues resonate with MPs. Focus on how No Deal Brexit will affect your community in concrete ways, not wider society in abstract ways. This is more likely to hit the target with MPs, especially MPs who are sceptical to start with.

#### **Be confident**

MPs represent you and they want to talk to their constituents. You don't need to be an expert, so just speak from experience. Remember that this is the job of your MP, and you have a right to be there. Don't feel intimidated or embarrassed that you are using their time.





### **Be real**

Keep focused on tangible. “Real world” examples and facts linked to key areas of concern like the NHS or jobs or public services will be more likely to have an impact.

### **Make it about more than Remain versus Leave**

Brexit can be very divisive. Instead of restarting arguments about whether Remain is a better option than Leave, focus on what matters to your MP right now: the effects that No Deal could have on their constituents.

### **Make sure everyone is heard**

Let others speak and encourage them to get involved. This should ideally be a pleasant experience for everyone involved, from activists to the MP. If you have spoken a lot, think about stepping back and allowing others to speak. If you have something to say and haven’t spoken yet, don’t be afraid to make yourself heard!

### **Be respectful and allow the MP time to respond**

It should be like a conversation, and your MP will be more inclined to listen if they have time and space to do so.

### **Remember you may need to speak to your MP again**

This could be the first conversation of many with your MP. Think of it as building a cordial relationship, where it is useful to have mutual respect even if you have passionate disagreements.



# WHAT SHOULD I ASK MY MP TO DO?

An initial meeting with your MP may not be perfect and will not always lead to the desired result. This is perfectly fine, and even if we don't get everything we want this time your effort has not been wasted in the slightest.

See this meeting as the start of the conversation, and the start of the relationship. The aim is to keep the discussion flowing and to keep them interested in hearing what you have to say.

If the conversation with your MP is going particularly well, you might want to ask them to take some sort of action in support of the campaign. This will not always be possible, but if successful can build loads of momentum for the campaign.

## So what should I ask them to do? Some key tips.

- The action has to be realistic. If you are going to ask the MP to help you by doing something, you should ask them to do something they could reasonably be expected to do. For example, if they are a hard-line Brexiter, asking them to write an article about why we should avoid a No Deal is unrealistic.
- Furthermore, even a supportive MP will not be able to stop No Deal single handedly. Think about things the MP can reasonably do in the short term. It can be useful to think about actions in terms of whether they are S-M-A-R-T:

- S**      **Specific** (one specific task)
- M**      **Measurable** (is there a way to measure whether it was successful?)
- A**      **Achievable** (can it have the effect you want?)
- R**      **Realistic** (can your MP realistically get it done?)
- T**      **Timely** (can it be done very quickly?)

- You can be collaborative in deciding what action to take - if they seem supportive, ask them what they were planning to do to stop a No Deal outcome. They may have ideas you can work with. They may have contacts and networks that they can use, that you don't know about.

These are just some pointers. On the next page there are some suggestions for things you could ask your MP to do to help slam the brakes on a No Deal outcome, depending on how enthusiastic they seem.



### If your MP is not enthusiastic at all

Some MPs will not be enthusiastic about stopping a No Deal Brexit. If that is the case with your MP then don't panic, it's still important to meet with them and engage in a constructive conversation with them so that they are aware of the concerns of their constituents.

If this is the case, you could:

1. **No action at all.** The aim of the meeting is to start a conversation with your MP. Many MPs will not be convinced in one conversation, so if it's clear that they are not going to take action, don't push it. If the MP is not supportive, you may not ask them to take any particular action. It is more important that you have started the conversation and left them feeling positive about it, than simply making demands they won't answer.
2. **Ask you MP for any more information that they might have.** Your MP if they have access to reports or plans on local preparations for No Deal Brexit. This will be somewhat harder for them to refuse, if they have them, and could be very useful in carrying the campaign forward.
3. **Don't stop the campaign there.** There are other ways to continue to apply pressure on MPs and make them take action against No Deal. Why not tell people about your meeting, perhaps by writing to your local newspaper? Tell them that despite listening to your concerns, your MP still won't take urgent action. This is just one example of how you could take the campaign forward in your constituency.

### If your MP is relatively interested, but non-committal

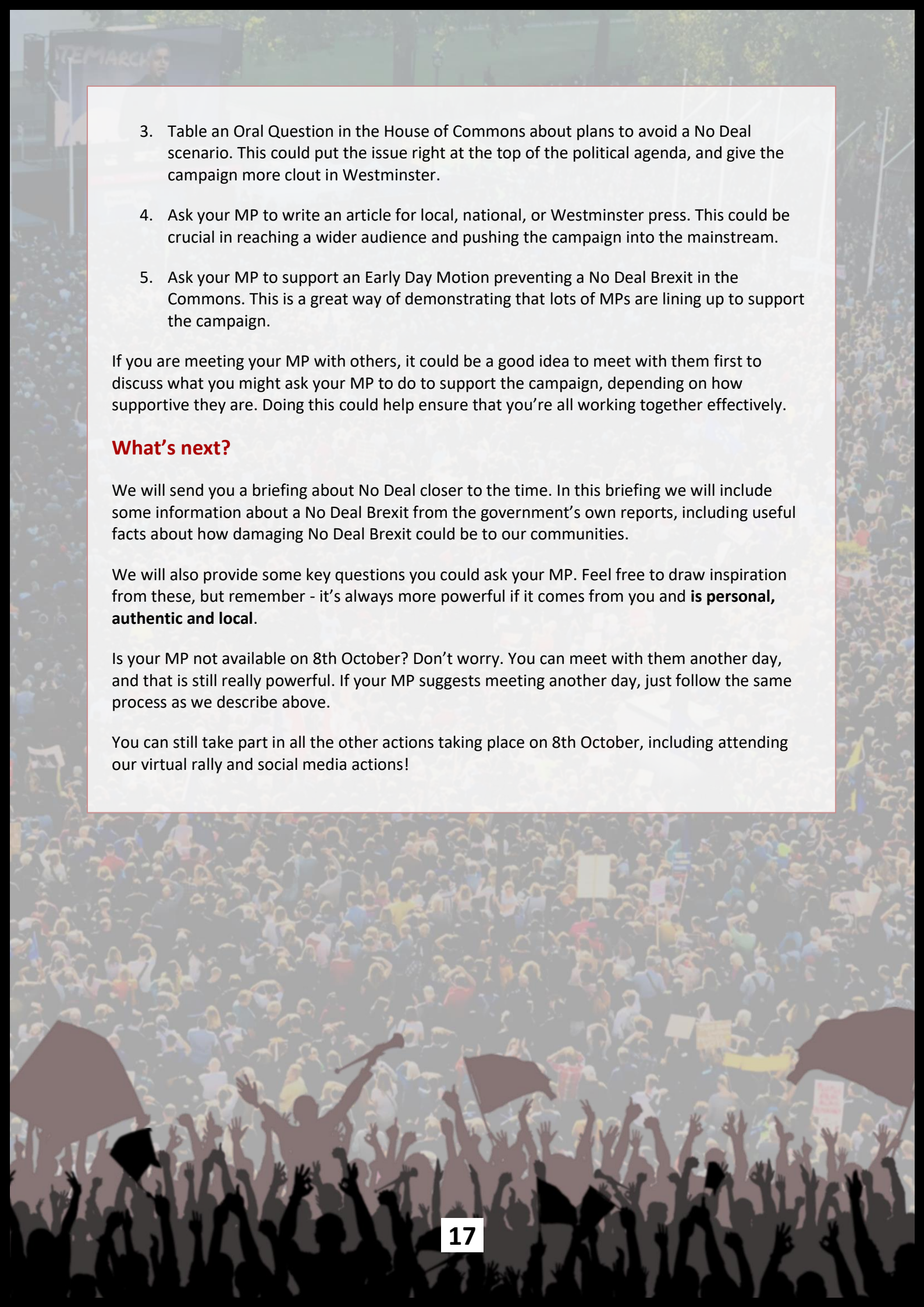
If this is the case you could ask your MP to have a meeting with locals who could be heavily affected by a No Deal outcome. They could be farmers, or doctors, small business owners, or others besides. Set up a chat between them and your MP, and give them the chance to make their case against No Deal personally and authentically. This could be especially effective as an ask if your MP recognises the importance of one of these areas during the first meeting.

### If your MP is already committed

This is great news but make sure you still meet with them and ask them to support us by:

1. Posting publicly on social media in support of the #No2NoDeal campaign. This could help to grow the campaign and get news coverage.
2. We also have "pledge placards" which we can send to supportive MPs for them to sign to pledge their support for the campaign, and for our calls to prevent a No Deal Brexit. Email [actionday@europeanmovement.co.uk](mailto:actionday@europeanmovement.co.uk) if your MP says that they would like to be sent one during the meeting.



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3. Table an Oral Question in the House of Commons about plans to avoid a No Deal scenario. This could put the issue right at the top of the political agenda, and give the campaign more clout in Westminster.
  4. Ask your MP to write an article for local, national, or Westminster press. This could be crucial in reaching a wider audience and pushing the campaign into the mainstream.
  5. Ask your MP to support an Early Day Motion preventing a No Deal Brexit in the Commons. This is a great way of demonstrating that lots of MPs are lining up to support the campaign.

If you are meeting your MP with others, it could be a good idea to meet with them first to discuss what you might ask your MP to do to support the campaign, depending on how supportive they are. Doing this could help ensure that you're all working together effectively.

### What's next?

We will send you a briefing about No Deal closer to the time. In this briefing we will include some information about a No Deal Brexit from the government's own reports, including useful facts about how damaging No Deal Brexit could be to our communities.

We will also provide some key questions you could ask your MP. Feel free to draw inspiration from these, but remember - it's always more powerful if it comes from you and **is personal, authentic and local**.

Is your MP not available on 8th October? Don't worry. You can meet with them another day, and that is still really powerful. If your MP suggests meeting another day, just follow the same process as we describe above.

You can still take part in all the other actions taking place on 8th October, including attending our virtual rally and social media actions!



## STEP 5: FOLLOWING YOUR MEETING

### When: A few days after your meeting

After your meeting it's important to follow up with your MP once a few days have passed.

Change doesn't always happen overnight or in one meeting. By following up we can keep this fresh in your MPs mind. By consistently hearing from their constituents, MPs will know how serious this issue is.

Here are a few things you can do to follow up on your meeting:

1. Fill in this form to let us know about what happened, so we can record what MPs have said about a No Deal Brexit and plan our next steps.

**[www.actionday.uk/lobbyreport](http://www.actionday.uk/lobbyreport)**

2. Get in touch with your MP to say thank you for meeting you, and to provide both a summary and an overview of any commitments or agreements. You could even call their office asking for an update or to request a follow up meeting.
3. You could tweet at your MP, thanking them for meeting, using the hashtag #No2NoDeal.
4. You could even write to your local paper:

Either praising your MP for their commitment to stopping a No Deal, and outlining any actions that they are taking.

or

Outlining your meeting with the MP, saying that they listened with a sympathetic ear, but that you want to see more action. Remember to keep it polite – regardless of how the meeting went, and of how supportive they were of your requests, you still want to build a relationship with them.

See page 10 of the advocacy guide written by two of our grassroots activists for more info.



# WHAT ELSE IS HAPPENING?

## Virtual rally

In the evening of our 08 October action day we will once again hold a big virtual campaign rally.

Join us from 7pm to hear live updates on the progress of the action day and lobbying effort, and to listen to speeches from:

- Cross-party political speakers and other well-known figures
- Grassroots activists
- Voices of ordinary people from all over the UK
- A few surprises on the night

The event follows the success of our previous virtual rally, which was watched live by over 10,000 people and which featured speeches by representatives of every party with active representation in Westminster (except the DUP) plus the Welsh and Northern Irish governments.

But we need this one to be even bigger, so we hope that you will join us for the final big **NO TO NO DEAL** virtual rally.

**RSVP at <http://rally.actionday.uk>**

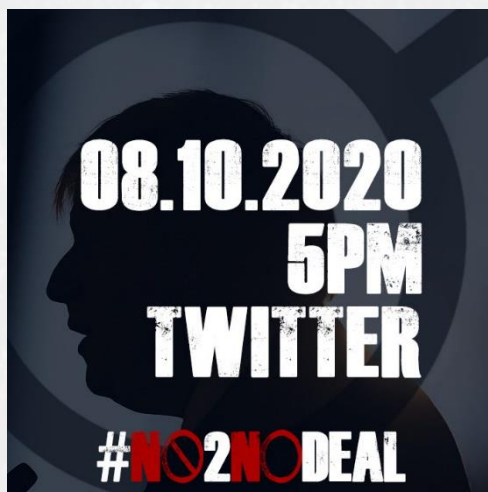


**THIS IS OUR LAST CHANCE,  
WILL YOU JOIN US?**



### Twitter chat

Join us at 5pm on for an online Twitter chat as we answer questions about our campaign, let people know the risks of a Boris Johnson No Deal Brexit, and promote the big virtual action day to an even wider audience.



**Join the conversation at [www.twitter.com/euromove](https://www.twitter.com/euromove)**

### #No2NoDeal Crowdfunder

In July, we raised over £100,000 to successfully launch our #No2NoDeal campaign.

This helped us to lobby MPs all over the country, to provide European Movement UK local groups with the resources that they needed to campaign virtually in their local area, to host a big online cross-party rally which was watched live by over 10,000 people, and launch a big social media campaign.

But this time we need to go even further. Boris Johnson is currently attempting to tear up his own withdrawal agreement, so that he can blame the EU for his own threats of leaving the transition period without a deal.

So we need to go further, but we can't do it without you. Will you donate to our crowdfunder and help us reach the new £250,000 target so that we can put on the best campaign possible?

**Donate at [www.actionday.uk/crowdfunder](https://www.actionday.uk/crowdfunder)**

With your help we can put on the biggest virtual action day this country has ever seen, and step up our nationwide campaign to stop Boris Johnson forcing a No Deal Brexit upon all of us.



## YOUR ACTION DAY CHECKLIST

*Sign up to take part in the action day at [www.actionday.uk](http://www.actionday.uk)*

☐

*RSVP to the virtual rally at <http://rally.actionday.uk>*

☐

*Download / order campaign placards and post a selfie with them to social media to promote the action day*

☐

*Invite my MP to a virtual meeting with me*

☐

*Confirm details of virtual meeting with MP's office*

☐

*Email [actionday@europeanmovement.co.uk](mailto:actionday@europeanmovement.co.uk), or fill in the online form, to let them know about the meeting*

☐

*Attend virtual meeting with my MP*

☐

*Email the outcome of your meeting, and a screenshot if possible, to the above email address*

☐

*Thank my MP for their time on social media, using the hashtag #No2NoDeal and tagging European Movement UK*

☐

*Join the Twitter chat at 5pm on @euromove*

☐

*Write to my local newspaper*

☐

*Link up with my nearest European Movement local group*

☐

*Donate to the #No2NoDeal crowdfunder at [www.actionday.uk/crowdfunder](http://www.actionday.uk/crowdfunder)*

☐



## HOW TO CONTACT US

We are here for you if you have any questions, are unsure of anything, or need to ask any advice. No question is a stupid question, it is important to make sure that you have all of the information and answers that you need to have the greatest effect possible when meeting with your MP.

Before contacting us, check both our Action Day website at **[www.actionday.uk](http://www.actionday.uk)** and the pages of this guide, as the answers to many common questions can be found there.

For any other queries you can contact us via our dedicated action day email address:

**[actionday@europeanmovement.co.uk](mailto:actionday@europeanmovement.co.uk)**

For all press enquiries please contact:

**[press@europeanmovement.co.uk](mailto:press@europeanmovement.co.uk)**

**THIS DOCUMENT IS ALSO AVAILABLE  
IN LARGE PRINT AND PLAIN TEXT**

**Acknowledgements:** The action day has been inspired by the Climate Coalition's online lobby day. This guide has been created using inspiration and information from the amazing lobby guides by Climate Coalition and Hope for the Future.

Arrow and checkbox graphics courtesy of [www.freepik.com](http://www.freepik.com)





**#N2NDEAL**

**WWW.ACTIONDAY.UK**

(v1.4)

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