



Toolkit for area organisers

Thanks for agreeing to be an area organiser for Roots of Resistance (RoR)! This toolkit is intended to give you ideas for generating interest in our Quaker presence at DSEI, and for converting that interest into attendance. You don't need to do everything here: pick and choose what will work for you, in your local context, and add your own ideas too.

And please don't feel that you're alone! The RoR outreach team is here for support, resources, and to bounce ideas off (hello@rootsofresistance.org.uk) Together, let's shut down the arms fair! Please write to us if you would like any of the resources listed. Happy resisting!

| Ideas | Resources available from Roots of Resistance - ask us! |
|--|--|
| Generating interest | |
| Ask to give a verbal notice at an Area Meeting, or put a written notice in AM papers | Template notice |
| Send a flyer out to local meetings in your area | Flyers |
| Share our epistle (a call to action) with your area and local meetings | Find the epistle here |
| Get an article in local / area newsletters | Template article |
| Offer to speak to members of a local meeting after meeting for worship one Sunday | Crib sheet: 'introduction to DSEI', Powerpoint slides Video for Stop the Arms Fair 2019: Video for the No Faith in War day 2017: |

| | |
|--|--|
| Ask local meetings if they will have a collection for a relevant organisation (e.g. Roots of Resistance, CAAT [Campaign Against the Arms Trade]) and include info about DSEI | |
| Organise a film night and give a short talk about how people can get involved. (Theatre, poetry or music also work if you know a relevant performer.) | A list of film suggestions |
| Converting interest into attendance at DSEI | |
| Co-organise a regional gathering for interested people with other area organisers (this might include direct action training, a briefing about DSEI/the arms trade, space for people to organise into affinity groups) | Ideas for workshops & speakers; info about other RoR organisers who could come along |
| Support and connect people who are interested in attending to form affinity groups (a group of people who will work together to plan their involvement) | Crib sheet on how to form an affinity group and nonviolent direct action: |
| Create an email list of interested people and send out reminders 2 months, 1 month & 1 week before DSEI | We can support by giving you the email addresses of those who have signed up in your area |
| Organise transport to DSEI: book a coach / minibus, or arrange a time & place to meet for public transport. Perhaps coordinate with other area organisers in your region. | Contact RoR's logistics groups, who will connect up those travelling from the same region |
| Offer a banner / placard making session. Making white poppies or other crafts / artworks could also be incorporated. | Ideas for images & words. Collateral damage guide to making white poppies. |
| Plan a contribution to the Stop DSEI protests e.g. a song, reading, short drama | Get in touch with us to let us know what you are thinking of planning! |
| Ask your area meeting or local meetings to officially appoint people to attend DSEI as reps | |
| Listen to and ask people what would help them to attend DSEI. Try and find out if there are barriers to their attendance e.g. money, the need for child care, etc | Feedback ideas to the Outreach group |
| Ideas for local actions (either in the run up to DSEI or for those who cannot come in person to DSEI) | |
| Lobby your MP about DSEI and the arms trade (could also mention local arms trade links - see below!) | Resource on how to lobby MPs |
| Find out who and where your local arms trade links e.g. factories, universities with arms trade funding, and plan actions/advocacy there, and in the local media | Use CAAT's map to find what's happening near you |

| | |
|---|--|
| Fundraising and info events - plan a bring and share meal, a ceilidh, a film night, anything at all! And ask for donations to allow people in your area meeting to travel to DSEI for free | |
| General tips & tools | |
| Get your initial message out as early as possible and keep giving reminders | |
| Find out who are the 'gatekeepers' of information in your meetings. If your AM has a secretary or other role-holder in charge of internal communication, ask them for help spreading the word to local meetings. | |
| Use our templates as a starting point, but do adapt them for your local audience and give a personal touch if you can | |
| Use what's familiar to your local & area meetings: maybe one of you local meetings regularly has speakers after MfW, and another has a really good newsletter - tailor your approach, and don't waste lots of energy trying to get the newsletter meeting to give you speaker slot. | |
| Make links with other faith groups where people might be interested: if your meeting is part of Churches Together or another interfaith / ecumenical group, see if you can use that. | |
| Make links with local peace groups that might be interested | List of national organisations who might have a local group / branch |