



Selene, 13, is a member of the UNICEF-supported Climate Action Club in her school in Aqaba, Jordan.

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BEING THE VERY BEST CAMPAIGNER YOU CAN BE

UNICEF UK has a whole team of people dedicated to making change. Our campaigns team works with policy advisors and political affairs advisors to influence those in power – in other words, decision-makers.

Everyone has something valuable to bring to campaigning, and change happens when people with different skills and experiences work together. We asked our advocacy team to lend you some top tips for the best possible changemaking. You can share these with your group along the way to keep them motivated and excited.

“Get as much evidence as you can to back up why you need to make the change! This helps when talking to adults and the government.” Sian, Senior Policy Advisor

“Take a break when you need to, find your favorite movie to watch or read a fantastic book to have some fun in between making change!” Lauren, Senior Political Affairs Advisor

“Come as you are – you don’t need to change anything about yourself to be a campaigner or advocate.” Tom, Senior Policy Advisor

“Make sure you celebrate when something goes well – it keeps you going!” Nancy, Campaigner

“Sometimes, things don’t go to plan – that’s okay! You can learn from it and try again; it will make you a better campaigner!” Lily, Senior Campaigner

To sum up:

- **Anyone can be a leader!**
- **Celebrating wins and learning from losses each time you take action is super important**
- **Hope is the most powerful thing we can have, but that hope needs to have a plan!**

And remember, change requires power – something people wanting to influence change often don’t have a lot of by themselves – so try to find others who share your hopes and work together where you can.