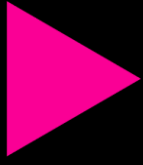
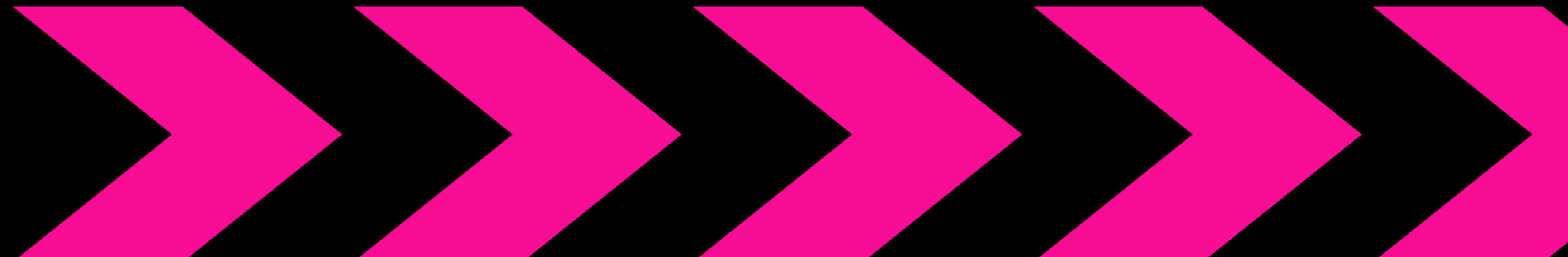


LET'S END  
POVERTY



# MESSAGE TOOLKIT

If you have any questions, please email [hello@letsendpoverty.co.uk](mailto:hello@letsendpoverty.co.uk).



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# **AN AMBITIOUS CAMPAIGN WITH TWO MAIN AIMS**

We're building an ambitious movement of people calling for urgent, coordinated action on poverty in the UK

**AND**

We're trying to influence people in power to take that action – people who might not acknowledge poverty and what it means, or may never have seen it themselves. People who might not naturally be on our side.

## **SO HOW CAN WE DO BOTH?**

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# WHAT WE ALREADY HAVE

Our campaign wording is shaped by things we already know:

- **our experiences of poverty**, whether that's our personal experience or from running services, volunteering, working with people, campaigning, researching...
- **research about attitudes and beliefs** about poverty, and from experience of communicating about poverty – what works and what doesn't.

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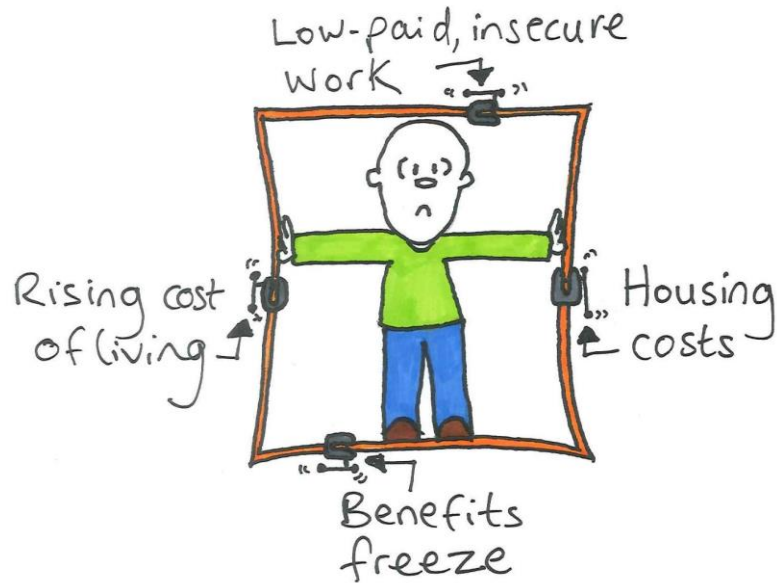
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# KEEP THIS IN MIND



- This doodle shows that people and communities get locked in poverty by a combination of factors.
- We know this metaphor of 'restricts and restrains' helps people to understand how poverty works.
- We want people to understand that solving these problems would break poverty's grip, and enable people and communities to live free from poverty.

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# THIS IS JUST THE BEGINNING

These next few slides will guide you through the campaign narrative – a set of ideas, words and phrases that together describe who we are, what we stand for, our vision of the future, what we want to change, and the actions we want people to take.

This narrative can't allow for every conversation we'll ever have, every word we want to say, or every person we'll ever speak to.  
**We'll find our own ways of expressing these ideas as we go along.**

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# MOVEMENT NAME

Our movement name has to do a lot of things. As well as representing people in poverty and summing up what the movement's about, it has to be short, memorable, make sense on its own, and be different to names that already exist.

Our movement name is:

**LET'S END POVERTY**

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# MORE ABOUT THE NAME

## LET'S END POVERTY

- It's clear, simple and self-explanatory.
- It says what our vision is – what we want to achieve.
- It's collaborative, inviting others to work with us.
- We can use it easily within our messages, like this, for example:

Whoever you are, whatever your experience, join us. Let's end poverty – now, together, forever.

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# STRAPLINE

The strapline is a single phrase that sums up what we're about.

**ACT NOW FOR A FUTURE WHERE POVERTY CAN'T KEEP ANYONE DOWN.**

Explainer:

- This is a message about collaboration and action – uniting people to act now for a poverty-free UK. We can't do this on our own. 'Act now' is a call to action that can mean joining our movement or taking policy action on poverty.
- It includes our vision of the future and links to the 'restricts and restrains' metaphor – people are kept down by poverty.



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# HOW WE DESCRIBE OURSELVES

**We're a diverse, growing group of people who have experienced or witnessed poverty, with a vision for a UK free from poverty.**

**We know what it's like to live in poverty. We understand what causes it. We can help to solve it. But we can't do it on our own. We need our political leaders to take urgent, coordinated action to break poverty's grip.**

**Whoever you are, whatever your experience, join us. Let's end poverty – now, together, forever.**

Explainer:

- This says who we are, but also that this isn't just about us. We're inclusive and want to involve everyone who wants to end poverty.
- It says what we know and what we can do, but also what other people need to do.

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# OUR NARRATIVE 1 - VISION

**These next few slides go through the campaign narrative, bit by bit. This one is about our vision, which is the best place to start.**

**We stand for a future where poverty is no longer allowed to keep anyone down. Where everyone has enough to eat, has a good quality of life and is supported through hard times, without needing food banks, clothes banks or warm hubs. Where all of us are able to wake up in the morning with hope, opportunities and options for living a fulfilling life – to feel pride and unity in our communities.**

Explainer:

- This is about the lives all people should be able to have. Avoid talking about what people 'deserve' – it's more powerful to talk about what all of us need.
- It's important to talk about opportunities or options instead of choices. This helps to show that poverty isn't about the decisions people make – it's about how options are restricted.

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## OUR NARRATIVE 2 – CHANGE

**There doesn't have to be poverty in the UK, but over many years, our society has been built in a way that traps people in hardship and keeps them there. Now we urgently need to build something better. We need our political leaders to step up, take responsibility, and take action. With a shared vision, commitment and understanding, and with the right policies, services and support, we could all be free from poverty.**

Explainer:

- The idea of 'design and redesign' is helpful for showing that change is possible – systems were designed and that means they can be redesigned. We can talk about building something better.
- This part of the narrative also stresses urgency, says who needs to take action, and outlines what we need to be free from poverty.

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# OUR NARRATIVE 3 - ACTION

**We need urgent, coordinated action on poverty and everything that locks people in it – including the cost of living; poor-quality work; inequalities in education, ethnicity and health; an inadequate social security system; and the lack of affordable, decent-quality homes.**

Explainer:

- Shows that people are locked in poverty (the restricts/restrains metaphor) by a number of different things, and that urgent, coordinated action is needed.
- This is not a definitive list of all the causes of poverty, or all the related issues. The main point is that we need urgent, coordinated action on poverty – you can then add the issues you're most concerned about, or that are most relevant to the conversation you're having. But it's important that there are multiple factors here, to show that action on just one thing will not solve poverty.

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# OUR NARRATIVE 4 – THE FUTURE

**We want the next generation to be free from the injustice and prejudice that has been heaped on many people in our communities – to find it unthinkable that people were trapped in hardship for so long. We don't and won't accept a society where poverty persists. Where people with power look the other way, when they could face it, fight it and fix it.**

Explainer:

- The main point is about acting now so that future generations don't have to experience the injustice of poverty – and that it would be unacceptable if nothing is done. Compassion and justice are powerful values when used together to talk about poverty.
- Depending on the situation and audience, we could use 'appalling', 'intolerable', 'shocking', 'outrageous', 'scandalous' or 'disgraceful' to describe the current situation.
- In longer pieces, this could be a good place to include personal experiences of poverty.

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# OUR NARRATIVE 5 - DEMAND

**We need all politicians to take notice and take responsibility. The human cost of this neglect is too big and too damaging to ignore. We've had enough, and repeated polling now shows a clear public desire for action – 88% say more should be done to tackle poverty. We need structural, systemic change and political action. This has to become a priority and a key election issue for anyone with ambitions to be in government. The pandemic has shown how much people in this country care for others and want to support and protect each other. Our leaders have to show this same spirit.**

Explainer:

- It's helpful to talk about the public demand for action on poverty. We can link this to the general election.
- We can also talk about people in our society caring about each other, as the value of compassion is widely held across society – and our political leaders need to show these values in action themselves.

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# OUR NARRATIVE 6 – OUR VALUES

**We stand for action. For commitment. For change.**

**For compassion. For justice. For dignity.**

**We stand for a future free from poverty. Whoever you are, whatever your experience, join us.**

Explainer:

- This goes back to our vision. It says what we stand for, using powerful ideas and values that are difficult for people to disagree with.
- It's also the opposite of what many people are experiencing now. We can talk about our own experiences and contrast them with what should be happening in a society based on compassion, justice and dignity.

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# OUR NARRATIVE – PUTTING IT ALL TOGETHER

We stand for a future where poverty is no longer allowed to keep anyone down. Where everyone has enough to eat, has a good quality of life and is supported through hard times, without needing food banks, clothes banks or warm hubs. Where all of us are able to wake up in the morning with hope, opportunities and options for living a fulfilling life – to feel pride and unity in our communities.

There doesn't have to be poverty in the UK. With the right policies, services and support, and with a shared vision, commitment and understanding, we could all be free from poverty.

But over many years, our society has been built in a way that traps people in hardship and keeps them there – and now we urgently need to build something better.

We need urgent, coordinated action on poverty and everything that locks people in it – including the cost of living; poor-quality work; inequalities in education, ethnicity and health; an inadequate social security system; and the lack of affordable, decent-quality homes.



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# OUR NARRATIVE – PUTTING IT ALL TOGETHER

We want the next generation to be free from the appalling injustice and prejudice that has been heaped on many people in our communities – to find it unthinkable that people were trapped in hardship for so long. We don't and won't accept a society where poverty persists. Where people with power look the other way, when they could face it, fight it and fix it.

We need all politicians to take notice and take responsibility. The human cost of this neglect is too big and too damaging to ignore. We've had enough, and repeated polling now shows a clear public desire for action – 88% say more should be done to tackle poverty. We need structural, systemic change and political action. This has to become a priority and a key election issue for anyone with ambitions to be in government. The pandemic has shown how much people in this country care for others and want to support and protect each other. Our leaders have to show this same spirit.

We stand for action. For commitment. For change.

For compassion. For justice. For dignity.

We stand for a future free from poverty. Whoever you are, whatever your experience, join us.

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# SHORT MESSAGES

So, that's how the narrative fits together. Of course, you're probably not going to use all of it, all at once, all the time – and that's fine. It's made up of lots of shorter messages, which you can use on social media, in conversations, or however/wherever suits you.

These shorter messages are grouped together over the next few slides.

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## SHORT MESSAGES 1 – WHAT WE STAND FOR

- Act now for a future where poverty can't keep anyone down. (our strapline).
- We stand for a future where poverty is no longer allowed to keep anyone down.
- We stand for a future where everyone has enough to eat, has a good quality of life and is supported through hard times, without needing food banks, clothes banks or warm hubs.
- We stand for a future where all of us are able to wake up in the morning with hope, opportunities and options for living a fulfilling life – to feel pride and unity in our communities.

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## SHORT MESSAGES 2 – WHAT WE STAND FOR

We stand for action. For commitment. For change.

For compassion. For justice. For dignity.

We stand for a future free from poverty. Whoever you are, whatever your experience, join us.

(The whole message above is short enough to fit into a tweet)

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## SHORT MESSAGES 3 – WHO WE ARE

- We're a diverse, growing group of people who have experienced or witnessed poverty, with a vision for a UK free from poverty.
- We know what it's like to live in poverty. We understand what causes it. We can help to solve it. But we can't do it on our own. We need our political leaders to step up and take urgent, coordinated action to break poverty's grip.
- Whoever you are, whatever your experience, join us. Let's end poverty – now, together, forever.

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# SHORT MESSAGES 4 – WHAT WE WANT

- There doesn't have to be poverty in the UK, but over many years, our society has been built in a way that traps people in hardship and keeps them there. Now we urgently need to build something better.
- We need our political leaders to step up, take responsibility, and take action. With a shared vision, commitment and understanding, and with the right policies, services and support, we could all be free from poverty.
- We need urgent, coordinated action on poverty and everything that locks people in it – *add your examples here.*

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## SHORT MESSAGES 5 – WHAT WE WANT

- We want the next generation to be free from the injustice and prejudice that has been heaped on many people in our communities – to find it unthinkable that people were trapped in hardship for so long.
- We don't and won't accept a society where poverty persists. Where people with power look the other way, when they could face it, fight it and fix it.

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## SHORT MESSAGES 6 – DEMAND FOR ACTION

- We need all politicians to take notice and take responsibility. The human cost of this neglect is too big and too damaging to ignore.
- We've had enough, and repeated polling now shows a clear public desire for action – 88% say more should be done to tackle poverty.
- We need structural, systemic change and political action.
- This has to become a priority and a key election issue for anyone with ambitions to be in government.
- The pandemic has shown how much people in this country care for others and want to support and protect each other. Our leaders have to show this same spirit.



## HOW ELSE CAN WE PUT IT?

Our campaign messages are flexible: the ideas in them need to be consistent, but the words don't always have to be the same.

Over the next few slides, you'll find some other ways of expressing them – and you'll find your own as you get familiar with them.

Some of the language will need to be careful and measured, sometimes you'll want to say something in a more strident way, and other times you might go for something in between. That's why these words and phrases are grouped into three columns...

For talking about poverty more generally, you'll find lots of tips and different words and phrases in the Joseph Rowntree Foundation's framing toolkit: <https://www.jrf.org.uk/report/framing-toolkit-talking-about-poverty>

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# ENDING POVERTY

MEASURED	IN BETWEEN	STRIDENT
<ul style="list-style-type: none"> <li>• Let's end poverty.</li> <li>• We can solve poverty.</li> <li>• We can end poverty.</li> <li>• Stop poverty.</li> <li>• Share our vision of a UK/society/future without poverty.</li> </ul>	<ul style="list-style-type: none"> <li>• We can and must solve/end poverty.</li> <li>• Let's end poverty – now, together, forever.</li> <li>• Imagine a future where...</li> </ul>	<ul style="list-style-type: none"> <li>• We won't stand for a future where poverty persists.</li> <li>• We don't and won't accept a society where poverty persists.</li> </ul>
<ul style="list-style-type: none"> <li>• Free from poverty.</li> <li>• Loosen poverty's grip.</li> <li>• Break poverty's grip.</li> <li>• Liberty from poverty.</li> <li>• We could all be free from poverty.</li> </ul>	<ul style="list-style-type: none"> <li>• A future where poverty can't keep anyone down.</li> <li>• There doesn't have to be poverty in the UK.</li> </ul>	<p>We want the next generation to be free from the injustice and prejudice that has been heaped on many people in our communities – to find it unthinkable that people were trapped in hardship for so long. (You can add a word to describe how you feel about the injustice and prejudice: appalling, shocking, terrible, outrageous, horrific, unacceptable, intolerable, disgraceful, disgusting...)</p>

# CALLING FOR CHANGE

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MEASURED	IN BETWEEN	STRIDENT
<ul style="list-style-type: none"> <li>We need urgent, coordinated action on poverty and everything that locks people in it.</li> <li>We need structural, systemic change and political action.</li> <li>With the right policies, services and support, and with a shared vision, commitment and understanding, we could all be free from poverty.</li> </ul>	<ul style="list-style-type: none"> <li>Get to grips with poverty.</li> <li>This has to become a priority and a key election issue for anyone with ambitions to be in government.</li> <li>We need all politicians to take notice and take responsibility.</li> <li>Whoever leads this country will understand poverty and make solving it their priority.</li> </ul>	<ul style="list-style-type: none"> <li>Do something about it.</li> <li>Sort it out.</li> <li>Get on with it.</li> <li>We need politicians/leaders to step up.</li> <li>The human cost of this neglect is too big and too damaging to ignore.</li> </ul>
<ul style="list-style-type: none"> <li>... a society where people with power look the other way.</li> <li>Over many years, our society has been built in a way that traps people in hardship and keeps them there – and now we urgently need to build something better.</li> </ul>	<ul style="list-style-type: none"> <li>We've had enough.</li> <li>We've reached our limit.</li> <li>This is unacceptable.</li> <li>Face it, fight it and fix it.</li> <li>This isn't the kind of country we want to be.</li> <li>Don't turn away.</li> <li>Open your eyes.</li> </ul>	<ul style="list-style-type: none"> <li>Where's the compassion? Where's the justice?</li> <li>Nobody should have to put up with this.</li> <li>This isn't good enough.</li> <li>Poverty is a solvable, avoidable problem – and continuing to avoid solving it is a deliberate political choice.</li> </ul>

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# TALKING ABOUT THE GENERAL ELECTION

The next general election is an important opportunity for us to call for urgent action on poverty and hold politicians accountable.

It's important that we're politically independent, and to make sure our language is aimed at all politicians or leaders, not just those from any one party.

We need to be bold and get across the strength of feeling about the need for action and change, and we want to build a movement of people demanding this – but we also want to be open to building positive relationships, partnerships and collaboration in achieving our vision of a poverty-free UK.

This is one example of how we can adapt our narrative to suit different situations and audiences...

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# GENERAL ELECTION MESSAGES 1

This general election should mark the beginning of the end for poverty in the UK.

There doesn't have to be poverty in our society. It's a solvable, avoidable problem – and continuing to avoid solving it is a deliberate political choice.

Over many years, our society has been built in a way that traps people in hardship and keeps them there. Now we urgently need to build something better. With the right policies, services and support, and with a shared vision, commitment and understanding, we could all be free from poverty.

We want the next generation to be free from the injustice and prejudice that has been heaped on many people in our communities – to find it unthinkable that people were trapped in hardship for so long.

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# GENERAL ELECTION MESSAGES 2

We don't and won't accept a society where poverty persists. Where people with power look the other way, when they could face it, fight it and fix it.

We need all politicians to take notice and take responsibility. The human cost of this neglect is too big and too damaging to ignore. We've had enough, and repeated polling now shows a clear public desire for action – 88% say more should be done to tackle poverty.

We need our political leaders to step up and take urgent, coordinated action on poverty and everything that locks people in it – including the cost of living; poor-quality work; inequalities in education, ethnicity and health; an inadequate social security system; and the lack of affordable, decent-quality homes.

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# GENERAL ELECTION MESSAGES 3

Ending poverty has to become a priority and a key election issue for anyone with ambitions to be in government.

The pandemic has shown how much people in this country care for others and want to support and protect each other. At this general election and beyond, our leaders have to show this same spirit.

We stand for a future where poverty is no longer allowed to keep anyone down. Where everyone has enough to eat, has a good quality of life and is supported through hard times, without needing food banks, clothes banks or warm hubs. Where all of us are able to wake up in the morning with hope, opportunities and options for living a fulfilling life – to feel pride and unity in our communities.

Let's end poverty – now, together, forever.