

Let's End Poverty – Supporter Guidance

Thank you for deciding to add your organisation's support to the Let's End Poverty movement, towards our shared aim: *By working together in the lead up to the General Election 24/25, we aim to build political and public willingness to end poverty in the UK and therefore seek to strengthen the movement to end poverty in the UK in the long term.*

The movement is made up by a wide range of organisations, and we - the Methodist Church of Great Britain – are playing a coordinating and facilitative role. Through Let's End Poverty we hope to:

- Provide training for supporters on campaigning and messaging
- Support people to engage with their candidates ahead of the next general election
- Campaign to encourage all politicians to make poverty a policy priority
- Host events and activities exploring poverty and related issues
- Engage with press and media on the issue of poverty in the UK

We are looking to build as broad a coalition as possible.¹ By adding your support to Let's End Poverty, you're expressing your support for the belief that poverty in the UK is an avoidable, solvable problem, and that you want to help mobilise communities to raise tackling poverty up the public and political agenda. It also means you support – and agree to abide by - our [shared values](#), so please make sure that you read these and share them with your organisation.

Commitment

Support for Let's End Poverty is just that, and does not indicate anything more formal like membership or a joint venture - no one organisation has control over the actions of another. How your organisation gets involved and supports Let's End Poverty is up to you - there will be lots of opportunities to take part, mobilise your community and be part of change. Supporting Let's End Poverty does not mean that you are committing to spend any money, or to sign up to actions or activities carried out by other supporters as part of the movement. If you would like to endorse Let's End Poverty by sharing your organisation's logo on the Let's End Poverty website, please get in touch (see contact details below).

Political Neutrality – Why?

We are focussing Let's End Poverty ahead of the General Election, because this is a powerful opportunity for us to make our collective voices heard, and to remind policy-makers of the breadth and depth of the support of the anti-poverty movement. We can use the General Election to achieve lasting change.

However, you must bear in mind that many of the organisations supporting the Let's End Poverty – including the Methodist Church as the host – are charities, and as such are required to be party politically neutral. That means we can *never* support or oppose a political party or candidate, or tell people who

¹ Let's End Poverty is not affiliated with any political party, and we will not take any steps that affiliate or align the movement with party political views or membership. If you are a political party, or a directly affiliated group of a political party, please email hello@letsendpoverty.co.uk to talk about how you can support the movement in different ways.

they should or should not vote for. That is the case even if a party or candidate has policies or views that align with ours. In any event, the most effective way for us to achieve our aims is to engage with a broad range of political and non-political bodies and persons.

With that in mind, please remember to *never* use the Let's End Poverty banner or brand in a way that might be seen as party political – we set out some simple ***do's and don't's*** to help you navigate this below.

Let's End Poverty is also subject to Election Law and the so called 'Lobbying Act rules' in the 12 months preceding an election. This means there are financial limits on the amount of regulated activity that campaigners can undertake. Regulated activity is public-facing activity that can reasonably be regarded as intended to promote or procure electoral success for political parties, political parties who advocate particular policies, or for candidates who hold particular opinions or advocate particular policies, or who otherwise fall within a particular category of candidates. Our approach under Let's End Poverty is that no one should use the Let's End Poverty banner for this kind of activity - that means anything which includes an explicit call to action to vote in a particular way (not just for parties or candidates, but also groups of candidates – like female candidates, for example), or anything which might reasonable be seen as including an implicit call to action to do so. Supporting organisations have been asked to sign a 'Joint Campaigning Agreement' to ensure we're all working in the same way.

Political Neutrality – How?

Dos

- Organise neutral events and hustings so that candidates can debate on issues including poverty ahead of the General Election. Ensure you invite all major parties or candidates in your area, only omitting any for fair and objective reasons (e.g. if they are polling below a certain level) as otherwise you might be perceived as acting party politically.
- Get in touch with your local representatives and local candidates to raise the issue of poverty at a local and national level. If you have politicians or candidates come to an event other than a debate or hustings, advise them not to use your event as a political tool.
- Contact press and media to raise awareness and coverage of poverty. Be careful of your tone and language, to avoid party political praise or criticism: it can be helpful to focus on policies.

Don'ts

- Express support for any parties under the banner of Let's End Poverty, or suggest how people should vote – the movement must not be party political .
- Canvas for political parties and talk about your work with Let's End Poverty whilst doing so – maintain a clear distinction between party political work and this movement.

Your Own Campaigning Work

Lets End Poverty aims to empower groups at grassroots level to campaign and message against poverty and to engage with local political candidates. We are a wide movement, and each individual or organisation carrying out an action or activity to raise the profile of poverty ahead of the General Election is responsible for their own actions, even if they have benefitted from training as part of Let's End Poverty Movement. We recognise that Let's End Poverty is made up of hundreds of individual groups and

organisations working towards a shared goal, and shouldn't be seen as a singular group or organisation. Your organisation might choose to take a different approach to political activity and engaging with political candidates in its own capacity, outside of the Let's End Poverty movement.

Get in touch

If you'd like to speak to someone about the movement before you sign up, email hello@letsendpoverty.co.uk to get in touch with Hannah Fremont-Brown (Anti-Poverty Movement Coordinator for the Methodist Church).