

Tips for engaging people on the street about the Positive Money campaign

The purpose is to engage local people on the current Positive Money campaign, and invite them to sign the petition.

Together we want to explain that the Bank of England is currently pumping £70bn into the into financial markets to the benefit of the rich, when they could choose to put this money towards projects that benefit society and ordinary people.

Before you start approaching people on the street, it's worth having **a few catchy opening lines** up your sleeve.

You'll probably quickly learn what works well for you, but here's what we discovered at the Positive Money supporter retreat in September, when 30 of us had a go:

Open with a question

*Do you believe the economy should work for everyone?
How do you think the economy is going at the moment?*

Start with the heart! The emotional reasons why people will care about this issue

*Would you rather pay less rent / for your mortgage?
Would you rather have less debt?
Would you like your kids to grow up debt-free?*

Urgency - what's happening right now

*The government is flooding financial markets with money. Imagine if we used it to build houses
The government is still bailing out the banks, and not helping ordinary people*

Get the petition in quickly

Do you have 20 seconds to add your name to a petition now?

Avoid saying "QE". "Money" is much more accessible.

It helps to remain authentic, clear, polite, friendly and patient