Signed and Supported Public statements

What is a signed/ supported public statement?
Some campaigning groups utilise signed or supported public statements as a way of generating interest and attention for a campaign. The idea behind a supported statement is that the campaign group can write a clear statement demanding change or setting our arguments for or against something. Then, other groups or organisations who agree with this can add their name or logo to show that they stand in support of this statement.

If the statement has high profile support or lots of support, this can help to lead building the profile of the campaign and help to get it on the agendas of decision makers.

What makes a good signed/supported public statement?
- Make sure the statement is clear so that those signing up in support know what they are signing up to and those that read it are clear about what you are supporting or condemning
- Set out the names or organisations or individuals in a clear and coherent way- you could put them in alphabetical order
- Put the statement somewhere prominent – whether that’s pinned to your twitter feed or on your website, when you launch it, make sure people can see it
- Use each new supporter as a new way to get publicity – if the organisation is on twitter, make sure you include them in a tweet telling your audience they have just signed up in support

Examples
IC Change
One
Statement of opposition to proposed “ag-gag” laws