

# Guide to setting up a National Monetary Reform Campaigning Organisation

There are many different things to think about when setting up your own organisation. We want to help you out by providing this overview of where we think the main activities of work should be. If you have already started your campaign hopefully you will still find it useful – just skip over the bits you already know.

Essentially there are 6 areas of work you will need to think about during the first 6 months of your organisation

- Online activities
- Supporters (Offline activities)
- Fundraising
- Governance
- Research
- Building Relationships

## **Online Activities**

Online is the easiest and best way to reach lots of people, and recruit supporters, therefore you need a Website, an emailing system, a social media presence e.g. Facebook and Twitter (in order of priority).

### **Set up a website**

We recommend WordPress to run your website. It's free, easy to use and already used by a huge numbers of existing websites (tens of millions). It gives you an easy way to edit a website, and is only a little more complicated than Microsoft Word.

1. If you just want something simple to get started, you can see a **free version** of wordpress at [www.wordpress.com](http://www.wordpress.com)
2. If you have someone who knows what they're doing and can install WordPress on a server, then download the files from [www.wordpress.org](http://www.wordpress.org)
3. You can find lots of themes for the website appearance by googling 'best free wordpress themes'. Then you just install one of these themes (it takes a few clicks) and the website appearance will be updated.

You will need a **name**, a **logo** and a **tagline** summarising what you do in one sentence.

Have a look at the other national websites for ideas at [www.internationalmoneyreform.org](http://www.internationalmoneyreform.org)

The information can be shared between the websites of the international movement and translated into your language. However, the details and figures will be different for each country. The broad picture is currently the same around the world so the information, and the need for reform, is the same in each country/currency. See Appendix 1 for a list of things your national movement can research for your own country.

Most importantly, you will need to collect e-mail addresses.

### **E-mailing system**

After you have a website (even if its just a blog) - an email list is your next goal. Once you have an interested online community you can advertise events, recruit volunteers, give news updates, get people to donate if needed, and start your new national movement.

We would recommend using Mailchimp to manage your email list and to send newsletters. Mailchimp is very good and **it's free** for up to 2000 contacts. You can use this Wordpress plugin to add the signup form to your website (install it by going to Wordpress Admin > Plugins > Add New, and searching for 'mailchimp').

<http://wordpress.org/plugins/mailchimp/>

When people sign up to your e-mail list, whether online or in person at an event, it is important to have a **privacy statement** (this may well be a legal requirement in your country). The privacy statement assures your supporters that you will never pass on their e-mail addresses, and lets them know what signing up to the list involves. For this reason you should never ask people to add details for friends and family. An example of a suitable privacy statement is: 'Sign up and follow the campaign by e-mail. We send out newsletters [twice a month] and you can unsubscribe any time. We never share your e-mail address with anyone else'.

Only add people who want to be added to the list – otherwise you're just spamming. So don't, for example, add a list of all your country's MPs to your Mailchimp account. Adding people who didn't ask to be signed up can get your account closed.

### **Social Media**

Sites like Twitter and Facebook are a good start, and might be enough of a social media presence for most campaigns. Google+ and LinkedIn are growing and becoming more important so you might consider using them too. The popular social media sites will vary from country to country (hyves.nl in the Netherlands, netlog.com in Belgium) so it's important that you tap into whatever form of social media is most widespread in your country.

**However we would recommend you go for quality – build a strong, active, fun base on one or two social media platforms – rather than a weak presence across a wide range. Then**

**go for the additional social networks, if you know you'll have the time and resources to manage them.**

Social media is not a free and easy form of campaigning. Many forms of social media are becoming increasingly crowded (such as Twitter and Facebook) and therefore require extra time and energy to ensure that you get your message across though the din of a crowded world. See separate document on Social Media strategy.

### **Videos**

An eye-catching and informative video can be a great tool for your campaign; it's one of the best mediums for communicating and spreading a message, especially since the rise of social media.

A well-constructed video can generate a wealth of interest and new supporters overnight, for comparatively little effort. Dependent on the size of your organization, there are a number of options available to you (See Appendix 2).

### **IT Resources**

See Appendix 3 for some useful resources that you can use to manage the campaign, website, team etc, and also to train yourself on software etc.

## **Supporters (Offline activities)**

Whilst you are getting the organisation set up you won't have much time to organise offline activities (especially if you are on your own). However once you have an email list of interested people, it is a good idea to do an informal event and get a crowd together, perhaps an evening event in a cafe or pub. Meeting supporters is a really good way to make sure you don't feel like you are doing it alone, and a way to potentially recruit volunteers. There are a few options of hosting a small event e.g. Informal meetup of supporter, Public screening of videos with discussion, or Presentation and Q&A.

Once you get more established you might want to think about organising a bigger event such as a workshop or conference. We have some simple guidelines to help you organise an event that can be found in Appendix 4.

**When you organise events don't forget to collect email addresses (see Appendix 4 for a template sign up form).**

## **Fundraising**

If you are planning to go full time on this (and give up your day job) you will want to start collecting donations as soon as possible. Congratulations on this next step towards a bigger national movement.

This is the next step to a more formal organisation and will require research into the appropriate regulations in your country. You may well need to register as a charity or not-for-profit business. Watch out to see what restrictions come with status e.g. registering as a charity may limit your political/campaigning work.

Set up a bank account with ideally two signatories for security. Look to see if there are any ethical banks in your country, some may provide special accounts for not for profits.

Monthly donations are always preferable to one-off donations because they allow you to become sustainable and predict your income. There are several options for collecting monthly donations, look into: Paypal, Direct Debits, standing orders – see what is available in your country. Always give people the option to donate just once because not everyone wants to donate monthly, and some people prefer to donate a larger amount once per year than a smaller amount monthly.

## **Governance**

Any serious not-for-profit will need a governance structure in place. The normal structure for a not-for-profit may vary from country to country but in the UK a not for profit will generally have an Executive Director who is answerable to a Board. The Executive Director oversees the day-to-day running of the organisation. The Board are made up of experienced and interested individuals who fully support the organisation and can oversee its running to check everything is a) legal and b) not going to run out of money anytime soon.

## **Research**

At some point in the first 6 months, you will probably have to start thinking about your own country's banking system. If your organisation grows quickly, people will want clarification of exactly how the system works in your country (not just in the UK). For example Positive Money uses the statistic 97% bank deposits vs 3% cash quite often, but this might not be the ratio of bank deposit (electronic) money vs cash (notes and coins) in your country. See Appendix 1 for information you should initially find out for your country.

## **Building Relationships**

There are 4 main groups of people you will want to think about building relationships with: economics commentators (in mainstream press), other campaigning groups, politicians, and economists.

Contacting even one of these groups could take up all your time and you could end up neglecting the other 5 areas of work completely. Therefore it is important to get the balance right. Remember you will have more legitimacy approaching influential people if you have a large following of people – which will also give you confidence. The bigger your following is, the more people have to take notice.

Whilst you are getting established make sure you don't pass up opportunities to meet new people. If you get introduced to someone new then it is always worth following up and meeting them because you have no idea where it will lead.

There will be many other organisations in your own country that could be supportive of money reform. Don't be too overwhelmed when you start looking into the NGO sector –you should try and become known to the groups that are most likely to be interested in money reform – i.e. those people that are criticising finance and banking. Occupy is a clear example of a global movement that is likely to be interested in money reform.

## **Contact us**

If you want us to add your new website to our world map then contact us at [info@positivemoney.org](mailto:info@positivemoney.org)

## Appendix I – Key Statistics

Here is a list of key data and statistics that you might want to start researching and collecting.

- Ratio of public (national) debt to GDP
  - Average rate of interest paid on the debt
- Private debt
  - Ratio of private debt to GDP
  - Including private debt to banks only
  - Including all private debt to banks and non-banks
  - % of bank assets (loans to private sector) are non-performing / in arrears? (This will give some indication of how much the debt is unrepayable)
  - Level of corporate debt (high, low or appropriate relative to earnings, profits)
- Household finances
  - What is the distribution of household debt across wealth deciles? (This becomes relevant when we want to make sure that newly created money reaches people who can use it to deleverage)
  - Would household pay off more debt if they could increase their income, or do they feel like they have an appropriate amount of debt? Or would they use additional income to increase spending? (May need to survey/poll a sample of the population for this).
- House prices
  - How much were they inflated by over the last few years?
    - What proportion of the increase in the money supply went into the property bubble?
  - What is the house price to earnings ratio? Is it relatively high?
  - Are new houses 'affordable' for first time buyers?
  - Is there adequate construction of new houses or a shortfall? (This may influence decisions over how to distribute the money).
- Lending to business
  - What % of employment is provided by small/medium sized businesses? Do they currently have good access to bank finance or not?
  - What % of bank assets is finance to the business sector? Vs. housing and financial sector?
  - Can we get an estimate of the 'unmet need' for credit from the SME sector?
- Financial sector debts
  - Level of internal debts between banks
  - Level of debts (liabilities) relative to GDP
  - Breakdown of liabilities of banks between domestic liabilities and foreign liabilities
    - Level of liabilities denominated in foreign currencies

- Money supply
  - Cash and coin
  - M3 (or equivalent)
    - Division between demand deposits and time deposits
      - What percentage of time deposits are near money equivalents (e.g. less than 7 days?)
      - What percentage of time deposits are close to being demand deposits through early withdrawal allowances?
  - Historical growth in money supply
    - Impact on inflation
      - In shop prices (CPI)
      - In house prices
      - In financial markets
- Level of unemployment
- Structure of banking industry
  - Number of deposit taking institutions
  - Level of concentration (number of banks that cover 80% of market share)
  - Do any non-bank institutions provide payment services? (I.e. can their liabilities function as money? How? Is this significantly relevant to money supply?)
- Structure of central bank (operationally)
  - Do all commercial banks have accounts at the central bank or are many smaller banks working on a correspondent relationship? (These banks would need to deal directly with the central bank)
  - What current functions do they provide to banks? (e.g. discount windows etc).
- Structure of central bank balance sheets
  - Is there a division into Banking Department and Issue Department? (as per with
  - Size relative to whole economy
  - Are there significant levels of assets or reserves on there relative to the banking system / money supply?
  - Has there been any form of QE?
- Country-specific considerations
  - Size & openness of country relative to global economy
  - Membership of any currency unions, pegging agreements, free trade areas with restrictive agreements?
  - Any specific political considerations
  - Any exceptional / unusual arrangements in the financial system?
  - For example, index linking of debts.

## Appendix II - Creating Videos

An eye-catching and informative video can be a great tool for your campaign; it's one of the best mediums for communicating and spreading a message, especially since the rise of social media.

A well-constructed video can generate a wealth of interest and new supporters overnight, for comparatively little effort. Dependent on the size of your organization, there are a number of options available to you.

### Animation or Live Action

One of the first things to consider is whether your video will be animation or live action (or a combination of the two):

Live action (e.g. person speaking directly to camera) may be a lot quicker to produce, but the level of viewer engagement depends heavily on the abilities of the speaker.

Animation can be a more time-consuming process but it gives greater freedom visually, which can be very useful when explaining complex ideas / systems.

It may suit you to combine the two, either swapping between them during a video, or overlaying animated graphics over a presenter. This is most commonly done using a green-screen (but given the right location that may not be necessary, example here - <http://www.youtube.com/watch?v=Xwv5EbxXSmE>)

### Hiring / Training

Depending on the size of your organisation, the number and scale of videos you want to create, and the amount of resources you plan to dedicate to it, you may wish to hire an experienced professional within that field. Alternatively it may better suit you to train up an existing member of your team.

There are a number of training options out there; one that we have particular experience with is Lynda.com, which covers almost all the major creative software programs. Their web-based videos are easy to follow and a great option for adding new skills to an existing team.



## Video Cameras

If you plan to start filming live action then there is a huge range of products available, for the full spectrum of budgets. Again it depends on how much of your resources you want to dedicate to production. Always be aware of the savings in hiring equipment rather than purchasing it outright, alongside the situations where investing in your own equipment will save you money in the long term.

The internet, both in trusted review sites like CNET and professional/hobbyist discussion forums, is your greatest asset when it comes to choosing equipment.

## Video Editing Software

If you are producing the videos yourself you will need to choose a piece of video editing software. There will always be a trade-off between ease of use and creative options. Some very user-friendly software may be limited in its capabilities, and the more professional products will require more training time, and may be considerably more expensive.

One thing to consider is the extent of training materials available, especially if you are using an online training facility like Lynda.com. A simply laid out, but little-known piece of software may take just as long to learn as one more complicated, but widely used, that has a lot of online tutorials available.

## Other Alternatives

If you are just starting out, without the resources available to produce full videos, but you're keen to get your message out straight away, there are a number of alternatives available.

### Narrated Slideshow

Most presentation software, such as PowerPoint or Keynote, will have the option to record your slideshow with a voiceover, and export this as a standalone video. This is a great simple solution, many people will already have some experience with this type of software; and while you won't have the options visually that producing your own film can give, you can get your ideas out to the public with very little investment.

### VideoScribe

This is a piece of software I'm only recently aware of, but it looks quite promising. It's an easy to use application, designed to recreate the look of hand-drawn "whiteboard" style animations, made popular by RSA Animate. You create a presentation out of various clip-art style elements, which the program then "draws out" digitally. If the images are chosen

wisely, it should be a quick and easy way to create a visually engaging piece of video. Their website offers a 7-day free trial, and a months subscription is around £16 (€19).

## **APPENDIX III - IT resources**

Here are some useful resources that we use to manage the campaign, website, team etc, and also to train ourselves on software etc.

### **Dropbox ([www.dropbox.com](http://www.dropbox.com))**

Dropbox is ideal for file sharing.

You install it on your computer, and it gives you a folder which is automatically synced to the internet. So you can share files with other people, have access to the same files, and make sure all the key files are backed up at all times. You can also access your files from any computer via the Dropbox website. It's free for up to 2gb.

Google Drive is an alternative for up to 5GB.

### **WEBSITE**

We use Wordpress to run our website. It's free, easy to use and already used by a huge number (tens of millions) of existing websites. It gives you an easy way to edit a website, that is just a little more complicated than Microsoft Word.

1. If you just want something simple to get started, you can see a free version of wordpress at [www.wordpress.com](http://www.wordpress.com)
2. If you have someone who knows what they're doing and can install Wordpress on a server, then download the files from [www.wordpress.org](http://www.wordpress.org)
3. You can find lots of themes for the website appearance by googling 'best free wordpress themes'. Then you just install one of these themes (it takes a few clicks) and the website appearance will be updated.

### **MANAGING THE TEAM, PROJECTS ETC**

<https://basecamp.com/> Excellent for managing lots of people doing different projects. The basic account, about US\$20/month, gives you unlimited users and up to 10 projects. You can assign to-do items to people, get reminder emails of what needs to be done and see what hasn't been done yet. It's particularly good for organising things like conferences where there are many people and many small tasks involved.

### **EMAILING SUPPORTERS:**

[Mailchimp.com](http://Mailchimp.com)

Free for up to 2000 contacts, Mailchimp is very good. We've used this for the last 2 years. It's important to collect email addresses; Facebook can be a good way to reach people but Facebook can always change the way it operates and make it difficult to reach your supporters if you don't pay for advertising (they have already done this to an extent, by limiting how many of your supporters will see your posts unless you pay to have them sponsored).

**Don't** send out your newsletters by copying email addresses from an Excel spreadsheet into your normal email account. This can a) reveal everyone's email addresses so that they all become subject to spam; b) get your own email address blacklisted as a spammer, so that no-one will receive your emails; and c) become unmanageable once you have more than 100 people on there. It also looks unprofessional, so go with Mailchimp from the start.

### **ONLINE TRAINING FOR email marketing, Facebook, Twitter, website design, video editing, software etc**

<http://www.lynda.com>

This is about \$24/month but provides training on almost any piece of software you could want to use. We use it to train our volunteers and staff.

### **ARRANGING MEETINGS**

Allows everyone to mark when they are available so you don't have to do everything by email:

<http://www.doodle.com/>

### **GOOGLE GROUPS**

Useful for group discussions, and you can make them private to certain groups of people.

<https://groups.google.com/>

### **CONTACT MANAGEMENT**

Highrise is good for keeping track of your key contacts i.e. professors, potential funders etc. It's an online address book basically, so that you don't all have different contact details for different people, and the free plan (up to 250 contacts) might be useful. But don't use it for emailing all your activists and supporters - Mailchimp (above) is better for that.

<http://highrisehq.com/signup>

