

THE BIG SHIFT

Planning a local campaign

Money makes the world go round

Whether we like it or not, it is finance that keeps economies afloat and it is finance that will either generate the low-carbon energy we need or lock us into a high-carbon future.

At the moment, our money is funding the fossil fuel industry – and the climate crisis – in lots of ways:

- government subsidies (funded by the tax we pay)
- UK contributions to international financial organisations like the World Bank
- investments by churches and other institutional bodies we belong to
- our own money through our pension funds and our bank accounts.

To build a zero-carbon world, we need to see a shift in the finance that makes fossil fuel extraction possible.

On a symbolic level, shifting finance out of fossil fuels removes our social licence from an industry that we know is harming people, communities and nature all around the world.

Although financial systems seem complicated and sometimes overwhelming, we all have a stake in making sure that our money is used in a way that matches our hopes, prayers and needs as a society.

Right now, Christian Aid is focusing on the four biggest UK high street banks (full details are in the accompanying campaign briefing). At their heart, these are still businesses that rely on the deposits of customers. Research by Christian Aid shows that banks are still using the money we deposit in them to finance fossil fuels much more than clean energy – and they don't have a plan for how to shift that balance.

That's where we come in.



We believe in life before death

The church has often been integral to shaping the collective conscience of society – as shown by the rise of Fairtrade from a small church movement to a mainstay of shops and supermarkets. Our voice can help set the moral boundaries for what is and isn't acceptable. Our brothers and sisters around the world at the sharp end of a changing climate tell us that burning fossil fuels is no longer OK. We must respond to their call.

'It is no longer morally acceptable to profit from companies whose core business destroys life on such a titanic scale'

Rev Fletcher Harper, Green Faith

Planning your campaign

We need to increase the pressure on banks and the best role we can play is to turn up the volume of the voice of the church.

Step 1: Get people on board

- Use our Bible Study in small groups.
- Ask people to sign the petition.
- Promote the online campaign action in your newsletters.
- Display the poster included in this pack.
- Ask your church leader whether you can highlight the Big Shift campaign in a service.

Once you've got people talking and thinking about the issue, work with one or two others who are most interested and take the campaign directly to a local bank (see step 3 below).

Step 2: Make the campaign more visible

To get the attention of the banks and the media, we have to be creative. Meet Prudence, our giant piggy bank! We've created hundreds of Prudence posters that will carry our demands to the banks and beyond.



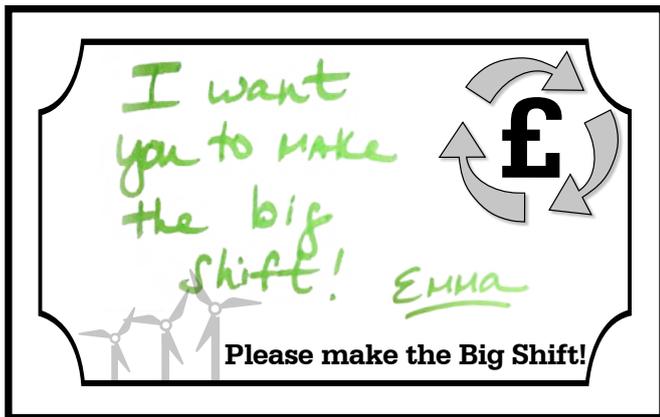
Planning a local campaign

You can fill these posters with clean 'money' to represent the actions you're already taking in your own lives to make the Big Shift towards a better world.

Use them in a service or at an event that involves most of your congregation. Could you get neighbouring churches involved too?

- Ask people to write their name and a message on their 'renewable pounds' (we'll provide you with these, and you can download more from caid.org.uk/bigshift). People could give an example of how they are investing in a better world, or a simple request for their bank to make the Big Shift.
- At the end of the prayers, ask people to come up and stick their renewable pounds on the poster.
- You could display the pig in your church for a couple of weeks as a collective symbol of your hopes and actions for our planet and everybody on it.

Don't forget that you can use our prayers, sermon notes or special climate liturgy to embed the campaign in an act of worship.



Step 3: Take the campaign to your bank

- Once your Prudence pig is full, take it to your local branch of one of the big four high street banks: Lloyds (which includes Bank of Scotland), Barclays, HSBC or RBS (which includes NatWest and Ulster Bank).
- Explain to the bank member of staff why climate change is so important to you, and why you're interested in your money being part of the solution not part of the problem.
- Give them a letter listing the specific things we need their bank to do, and ask them to send it on to their chief executive. (We'll provide the text you need for the letter.) You can give the bank a copy of our research report too. You can download the report at caid.org.uk/bigshiftreport
- Show them the Prudence poster and explain that the notes represent many others in your church or community.
- Take photos with Prudence outside the bank and send one or two of the best ones to your local paper with a story about what happened at the bank and why you wanted to be part of this campaign. You could even invite your local newspaper to send a photographer.
- Share your photos on social media and tell your church how it went. You could also tweet the bank to thank them for the visit. Make it public that you will monitor the bank's progress in making the Big Shift.
- After the visit to your bank, send your pictures to us. We will collate all the photos of the Prudence posters from all over the UK and use them for a media event at a later date.

→ Get in touch with us if you need support for your visit. We can provide text for the letter to hand in at the bank and a template press release for your local newspaper.

→ Please tell us about your visit to the bank and send us your pictures
campaigns@christian-aid.org

→ Share your pictures on social media using #BigShift and tag Christian Aid using:
@christian_aid (on Twitter)
@christianaid (on Facebook)
@christianaiduk (on Instagram)

christianaid.org.uk/bigshift