

* **Brexit and the Cat Factor** * **Parameters for Campaign Direction** * **A Lesson in Campaign Directness**

Brexit and The Cat Factor

My previous [Newsletter](#) described how the [values battle emerging in the UK over Brexit](#), is along very similar lines to the immigration divides across Europe*. At the moment Britain's green NGOs are divided, not over Brexit (as none favour it) but over whether or not to speak out in favour of the overwhelming case for saying that for the environment, Europe has been and is likely to remain the better bet.

I argue that [the most likely explanation for fence-sitting by some large UK NGOs](#) is that, as with fear of annoying cat-owners by taking action on the damage moggies do to wildlife, the conservation groups fear they might lose supporters or possibly legacies if they told members what they really think about 'Brexit'. Some of these groups have been spooked by a values-driven split in their memberships on the EU.

My guess is that this concern greatly over estimates the possible repercussions of saying what they really think, and in my view they should speak out. Left to their own devices the British political classes are vanishingly unlikely to perform better on the environment than if we were inside the European Union. Interestingly, the normally conservative Wildlife Trusts have come out unequivocally in favour of remaining in the EU, on the grounds that the evidence supports this and saying so is the right thing to do.

Groups like the RSPB, perhaps the most surprising fence-sitter, could follow the [recent lead of Surfers Against Sewage](#) who made their view inescapably clear without overtly talking about the Referendum.

* By the way, you can now read a much more [detailed analysis of values and the EU issue, "Brexit Who Cares?" by Pat Dade of CDSM](#)).

A Lesson in Campaign Directness

[One fisherman I know used his main public platform \(his van\)](#) to make his views about fisheries policy very clear. Not just once but over a succession of vans. It has lessons for others in how to do 'ambient' direct communication and make use of the resources at your disposal.

Are You Hunters or Farmers?

Many different types of organisation try to campaign and there many designs of campaign but campaign design at an organisational level, and management of campaigns, are subjects that get relatively little attention.

[Management Parameters for Campaign Direction](#) presents a few ideas that may help including 19 'parameters' of campaign design, including the hunter-farmer dichotomy which has important effects on how people even begin to think about making choices over which campaigns to run next.

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