**Create your digital petition**

*Follow the steps in this template to get the best from your petition. Get in touch on* [*community@foe.co.uk*](mailto:community@foe.co.uk) *if you need help*

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| **Title**  *Name your target and use an active verb.* |  |
| **Add a sense of urgency!**  *Are you working to a deadline?*  *How many signatures do you need?*  *What’s so important about your petition?* |  |
| **Tell a convincing story**  *Can you introduce a local character as the face of your petition?*  *Who or what stands in the way of success?*  *Can you share a few key facts or figures?* |  |
| **Show how change**  *Think about the end goal of your petition or campaign. What is the problem and what needs to be done to fix it?*  *Map out the steps to reaching your goal. Which steps can you reference in your petition?* |  |
| **Pick a powerful image**  *What would make a good picture? Can you include people in it?* |  |

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| **It’s time to start writing…**   * *Write your petition for one person (write their name here)* * *One idea per paragraph* * *Use contractions. I am* à *I’m* * *Vary sentence length – max 20 words* * *Avoid words of more 10 letters – 1 big word per sentence*   **Keep it brief.** *Aim for 150 words. No more than 200 words.* |