**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* *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.* |