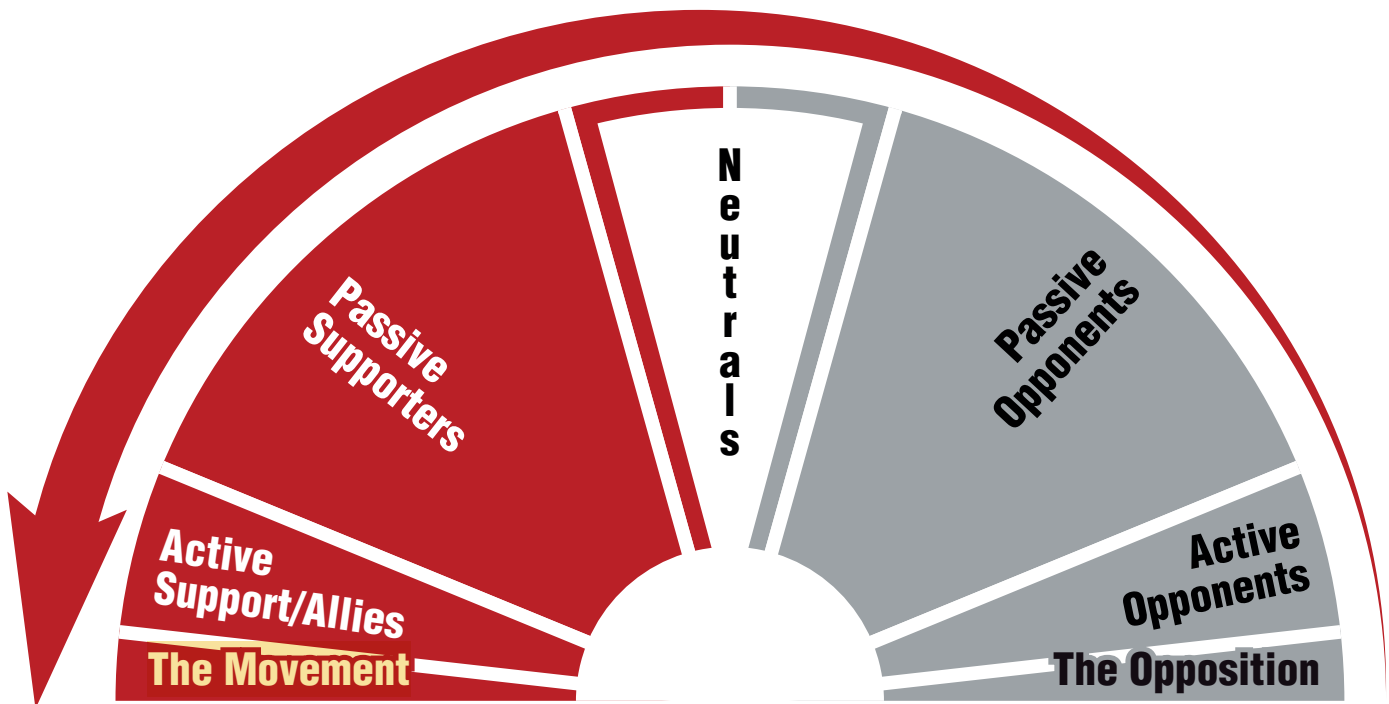


## The Spectrum of Support



■ **THE MOVEMENT:** Whether it is for immigrant rights, or the environmental movement, this is a relatively small but diverse ecology of grassroots activists and groups, alongside reformist groups and NGOs, sympathetic politicians, funders and everything in between. These are the organisers.

■ **ACTIVE SUPPORT/ALLIES:** These are people who are active. They may not be the organisers of the movement, but they are organised. They come to meetings, they turn up for events, and they recruit others around them to do so too. HOPE Camp is an annual training course run by HOPE not hate to bring hundreds of our activists together so they can move from activists to organisers.

■ **PASSIVE SUPPORTERS:** These are people who share our values and desire for a more socially just society. They have yet to take the step into taking positive community action. There is a debate to be had as to what makes someone “active”.

■ **NEUTRALS:** Some of the people in this section may sit on the fence. But the majority will be people who simply do not think at all about these issues and have no position. They just don't really care.

■ **PASSIVE OPPONENTS:** If passive support shows people who share our vision of a diverse and welcoming Britain, people in the passive opposition are against this vision. They will still share many of our values, but for a variety of reasons are likely to identify more strongly with the opposition than with us. People might be in passive opposition on one social justice issue, and yet be supportive of another.

■ **ACTIVE OPPONENTS:** Often a smaller group than our active supporters, these are the people who are organised by the opposition.

■ **THE OPPOSITION:** These are the people who are organising against our values and interests. They might want to restrict human rights, promote the continued use of fossil fuels, block the entrance of refugees etc. Usually small in numbers with a disproportionate influence on the national debate. Similar to “the movement” the opposition includes a complex and often dysfunctional ecology of different groups.



# Who do we need to speak to?

**CHALLENGING PREJUDICE:** HOPE not hate's Fear and HOPE report suggests that while there are certain portions of the public who are hostile to immigration and multiculturalism – and those who are highly supportive – the majority of the public fit into the passive parts of the spectrum. People who hold certain prejudices or anxieties based on economic, cultural or resource uncertainty (“I’m not racist, but...”).

**BUILDING A MOVEMENT:** Often when organizing campaigns, we fall into the trap of talking to ourselves. As part of “The movement” we can fail to include active supporters in the planning and organisation of campaigns, when we should be training and sharing knowledge wherever possible so that more activists are turned into organisers. Similarly, too often we “talk to ourselves”, focusing on mobilizing our active support, rather than thinking of ways to engage people who share our values and aims, but who are not already involved. In reality we need to do both. Although different tactics will be necessary to do so.

**Note:** Definitions of categories and categories themselves are in reality multi-dimensional and flexible. This is a visual aid to help us identify where we should be targeting our efforts and how.