

Research for impact in your influencing

Top Tips for Campaigns Ambassadors

Finding the facts and figures that will change minds and convince people to support a campaign can feel overwhelming. Type 'facts about cancer' into a search engine and you'll be provided with about 1,700,000,000 results!! So where can you find results you can trust? Below are a few of our favourites and at the end of this guide, you can find a selection of templates to help you write it all down and save it in one place.

Parliament.UK

To find your MP's contact details, voting record, involvement in committees, debates and questions the official Parliament website contains it all – you should also be able to find a link to their personal website to find out more. You can also track the content and progress of bills, find a timetable of events each day and read the transcript of debates. If you live in one of the devolved nations, you can also find out everything on the [parliament.scot](https://www.parliament.scot/), [senedd.wales](https://www.senedd.wales.niasembly.gov.uk/) or [niassembly.gov.uk](https://www.niassembly.gov.uk/).

TheyWorkForYou

Like the official websites, you can also find out more about your MP and their activity at [theyworkforyou.com](https://www.theyworkforyou.com). Even better, you can sign up to email alerts that let you know when there is an update on either your MP or a key word/phrase. Add /scotland, /ni or /senedd to the end for the devolved nations too!

Cancer Research UK Local Stats Data Hub

One of your strengths as a volunteer Campaigns Ambassador is in your ties to the local area as a constituent. Our [Local Stats Data Hub](#) has been designed to help you explore the latest data for any constituency. You can find statistics on prevention measures, diagnosis, treatment and mortality to make your influencing even more powerful.

Cancer Research UK

Our website is regularly reviewed to make sure we have the most up to date information on cancer so you can find out about different types of cancer, our research and our policy positions. And if you're ever unsure, the Campaigns team are always happy to help, just send an email to campaigning@cancer.org.uk.

About your Politician - Template

Constituency/Region	Which constituency or region does your politician represent?
Election	When were they elected and what is their majority?
Political party	Which political party do they belong to? If they are independent, are they more left-wing, right-wing or centre?
Party roles	Do they have any roles in the party e.g. health spokesperson, science minister, shadow education secretary etc....
Political history	Were they involved in politics before this role?
Background e.g. education, previous jobs	E.g. did they grow up locally, what is their educational background, what did they do before they became politicians? Most politicians have their own websites where they share this information.
Family	Noting a little about their family here might help you find some common ground outside of politics.

Social media accounts	<p>You can use this space to add links to any of their social media accounts, as well as notes about what they post about.</p>
Topics of interest	<p>Do they have any relevant interests listed?</p>
Spoken and written contributions	<p>Have they spoken about any relevant topics in debates? You can use this space to note down any useful quotes or summaries.</p>

About your Area – Template

Geography – key towns, boundaries, size etc...	<p>Depending on where you live, you can use this area to note the different boroughs, villages or towns that make up the constituency. If you live in a small village or town, this will be very different to someone in a city like London or Glasgow, so your politician may have very different priorities.</p>
History	<p>What is the history of the area? Has the boundary changed in recent years, is it made up of historic areas or new-builds etc....</p>
Key statistics about the area	<p>You can use this section to include general statistics about the area, as well as cancer specific data you've find on our Local Stats Data Hub</p>
Demographics	<p>How does your area compare to the rest of the country? Try searching 'demographics of constituency/region name' and you should find results from the Office for National Statistics and Electoral Calculus. Both sites can give you information about things like education, employment and average age</p>