

# CAMPAIGN TOOLKIT

**Every day, more than 1,000 people are killed by armed violence**

From the civil wars of Liberia and Chechnya, to the streets of Los Angeles and Rio de Janeiro, arms are out of control.

There are around 640 million guns in circulation in the world today, with eight million more being produced each year.

Without strict control, such weapons will continue to fuel violent conflict, state repression, crime, and domestic abuse. Unless governments act to stop the spread of arms, more lives will be lost, more human rights violations will happen, and more people will be denied the chance to escape poverty.

Control Arms is campaigning for an international Arms Trade Treaty to bring the arms trade under control. This toolkit shows what **you** can do to help us. By following this simple guide you can make a difference to thousands of lives around the world.



## INTERACTIVE

Click on live links (underlined) in this pdf to go to related web pages.



**control arms**

# Campaign toolkit: Sign up and spread the word



## Sign up

**If you haven't already signed up to the Million Faces petition – do it now! You'll be in famous company!**

Our aim is to collect one million photos and self-portraits of people from around the world to demonstrate to governments we need effective and urgent action to control the arms trade crisis.

We've already had support from hundreds of thousands of people including well-known celebrities – just take a look at our online gallery!

To sign up go to: [www.controlarms.org](http://www.controlarms.org)

## Encourage others to sign up

You can ask friends and family to support the campaign, or you can download and print out an Action Card to mail or fax back to us on: 0044 1865 473133, or for UK residents: 01865 473133.

If you live in the UK you can also use the freepost return address – but using a stamp will save us money.

Why not do some email campaigning? Just add the text below to your email signature:

“The arms trade is out of control – millions of men, women and children live in daily fear of armed violence. Visit [controlarms.org](http://controlarms.org) and join the Million Faces Petition today.”



## Seen it, done it – got the t-shirt?

This design really gets the message across and is available on a great range of long, short and vest style shirts. Choose from red, white, black, or grey. Buy it online at [controlarms.org](http://controlarms.org)

## ...or the coffee mug?

Promote the Control Arms campaign every time you have a break – buy it online at [controlarms.org](http://controlarms.org)



## killer fact:

16 billion units of ammunition are produced every year – two units for every person on the planet.

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# Campaign toolkit: Your website

## killer fact:

The most powerful governments in the world today are also the biggest arms suppliers. The UK ranks 2nd after the USA.

### Got a website? Why not use it?

It's quick and easy to give people the facts. If you have your own website you can promote the campaign.

#### Here's some link text you could add to your site:

Interactive: Click on the post-it note for the html code, which you can just copy and paste.

Help stop weapons falling into the wrong hands. Demand an international Arms Trade Treaty – support the Control Arms Campaign. Visit: [controlarms.org](http://controlarms.org)

More than half a million people are killed by armed violence every year – that's one person every minute. Support the Control Arms campaign and demand an international Arms Trade Treaty. Today. Visit: [controlarms.org](http://controlarms.org)

Make a difference. Demand an international Arms Trade Treaty – today. Support the Control Arms Campaign. Visit: [controlarms.org](http://controlarms.org)

### Add a banner

There are a range of banners in different languages, formats and sizes that you can use to promote the Control Arms campaign from your website.

Visit [controlarms.org/downloads](http://controlarms.org/downloads) or copy and paste the code in the post-it notes.

**Join the Million Faces petition**

**Face up to the arms crisis**



The banner on the left is set to be 120 pixels wide.

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## Keep the pressure on the people in power – join our email and letter campaigns

The key to success in this campaign is letting those with influence and power know that we want things to change. Only by putting pressure on the decision makers, companies and organisations in power will we be able to get an international Arms Trade Treaty.

This is why we regularly ask our supporters to contact key individuals, governments or institutions with a message of support for the Arms Trade Treaty. Find the latest campaign action on the website.

We'll take your messages of support and deliver them to the decision makers to show them it's time for change. Please take a minute to fill in our email and letter requests on our website – they really do make a difference!

[http://www.controlarms.org/act\\_now/emailchirac.php](http://www.controlarms.org/act_now/emailchirac.php)

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The screenshot shows the Control Arms website interface. At the top, there's a navigation bar with 'home', 'latest news', 'act now', 'the issues', 'famous faces', 'events', and 'downloads'. The main content area features a headline 'Urge President Chirac to support an Arms Trade Treaty' with a sub-headline 'Join French football stars Claude Makalele and Lilian Thuram, urging French President Jacques Chirac, to support an international Arms Trade Treaty. The arms trade is out of control - fueling conflict, poverty and human rights abuses around the world. France's support would give a huge boost to the growing international momentum calling for an international treaty.' Below this is a form with two main sections: '1. Read the message to President Chirac:' and '2. Fill in your details and press send:'. The first section contains a text area with a pre-written message and a 'Send' button. The second section contains fields for 'First Name', 'Last Name', 'Email', and 'Country', along with a dropdown menu for 'select where you live'. There is also a checkbox for 'Tick this box to get regular updates on Control Arms and the other work that we do.' and another 'Send' button. At the bottom of the page, there are logos for Amnesty International, Iansa, and Oxfam.

Every minute someone dies from armed violence. In that same minute the world produces 15 more weapons.



# Campaign toolkit: Stay updated – get the latest campaign news

## killer fact:

Today there is one gun for every 10 people in the world

### Get on the update list

By signing up to receive email updates you will get all the latest news and information from the Control Arms campaign, including events or actions that you can take part in, stories from around the world and news of our latest celebrity supporters.

If you are not currently receiving Control Arms updates, contact [info@controlarms.org](mailto:info@controlarms.org) and ask to be put on to our email list.

Alternatively you can visit

[www.controlarms.org](http://www.controlarms.org) join the Control Arms [Million Faces Petition](#) and tick the box to receive email campaign updates.

### Be a regular website visitor

The Control Arms website changes frequently with news, information and, actions on the campaign. Add Control Arms to your favourites list on your web browser.

Find out more at [controlarms.org](http://controlarms.org)

### Do you want to do more?

If you would like to take an even more active role in the Control Arms campaign, then we have a range of activities you could undertake from visiting your local politician to writing in to newspapers. For more information please contact Oxfam's Activist support team on [active@oxfam.org.uk](mailto:active@oxfam.org.uk) or call (44) (0) 1865 473123, or contact your nearest Amnesty International office at [www.amnesty.org/contacts](http://www.amnesty.org/contacts)

**We need to act now to control arms – and everyone can do something to help.**



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