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Welcome to the Sheila McKechnie Foundation's e-bulletin. Since the last instalment there have been many changes within the world of campaigning, and indeed, changes throughout the political and economic landscapes of the world today.

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BARACK OBAMA

## Latest news in the world of campaigning

Described as possibly the most flawless campaign of all time, read how Barack Obama managed to defy all conventions and campaign his way to become the first black president of the United States of America. Read the New York Times' take on how his campaign developed at the following web address:

[www.nytimes.com/2008/11/05/us/politics/05recon.html?hp](http://www.nytimes.com/2008/11/05/us/politics/05recon.html?hp)

You can also read about Obama's use of volunteer support for his campaign at Third Sector online (you will have to sign up to the website to read the full story- this takes less than a minute).

[www.thirdsector.co.uk/Channels/Communications/Article/860703/Obama-campaign-example-manage-volunteers/](http://www.thirdsector.co.uk/Channels/Communications/Article/860703/Obama-campaign-example-manage-volunteers/)



TARA FLOOD WITH GORDON BROWN  
AT THE 2008 AWARD WINNERS  
CEREMONY

## The Sheila McKechnie Awards 2008

Following an induction day for the 2008 award winners on 3rd October the programme is off to a good start with coaches assigned to each of the award winners. The sessions that have taken place so far have been enjoyed by both coaches and award winners. We are pleased that Mandate Communications have, once again, agreed to supply pro-bono public affairs consultancy sessions to many of the winners. The wrap-up residential weekend for the award winners has been scheduled for 6th - 8th February 2009. We are looking forward to seeing how the awards package will benefit award winners, and are eager to hear how their campaigns have progressed.

To read all about the winners' individual campaigns go to:

[www.sheilamckechnie.org.uk/showSub.php?id=87&page=3](http://www.sheilamckechnie.org.uk/showSub.php?id=87&page=3)

Updates on Previous Winners: Jackie Schneider's School Food Blog- read how her campaign develops at:

<http://jackiesschoolfoodblog.blogspot.com/>

You can also read about another of our past award winners, Debbie Crew, on her monthly campaign blog on our website:

[www.sheilamckechnie.org.uk/showBlog.php](http://www.sheilamckechnie.org.uk/showBlog.php)

2008 Award Winner Tara Flood has also been making headlines at the Barbara Diamond Memorial Lecture, held at the University of Westminster last month.

To read the full story go to: [www.wmin.ac.uk/page-17155](http://www.wmin.ac.uk/page-17155)



LYNDALL STEIN, CHAIR

## Foundation News

### Meet the New Team:

The last six months have seen some changes in staffing at the Sheila McKechnie Foundation. Not only is there a new Chair of the Board of Trustees we also have a new Chief Executive and office team.

Replacing Lucy Musgrave as the new Chair of the Foundation is Lyndall Stein. Lyndall has an incredible amount of campaigning experience and knowledge, and joins us after years of experience in international development, campaigning, marketing and communications in organisations such as Concern UK, ActionAid and The Terrence Higgins Trust.

Read more about her at:

[www.sheilamckechnie.org.uk/showSubSub.php?id=28&page=2&last=52](http://www.sheilamckechnie.org.uk/showSubSub.php?id=28&page=2&last=52)

After a long and highly successful time as Chief Executive, Claire McMaster has moved on. We would like to thank her for her amazing contribution to the Foundation over the last three years. Taking over from Claire is the new Chief Executive, Linda Butcher. For the past seven years Linda was the Chief Executive at Off the Streets and Into Work (OSW), a charity that works towards alleviating homelessness and unemployment.

### Also joining the Foundation:

Clare Parry has joined as Development Manager. Clare brings over a decade of experience in International Development, and has been successfully putting together the packages for the 2008 award winners.

Harmit Kambo joined the Foundation to provide support with updating the Foundation's website and launching a new online campaign tool.

Ruby Coote has the position of Project Assistant after graduating from the University of Sussex with a degree in Sociology and Cultural Studies.

Read more about all the staff at:

[www.sheilamckechnie.org.uk/showSubSub.php?id=22&page=2&last=52](http://www.sheilamckechnie.org.uk/showSubSub.php?id=22&page=2&last=52)



### The Which? Three Peaks Challenge

Many thanks go to the 43 members of the Which? staff team who were involved in the Three Peaks Challenge. This involved climbing Britain's three tallest mountains in an impressive 24 hours. We are very grateful that they chose to fundraise for the Foundation.

To read more go to:

[www.sheilamckechnie.org.uk/showSub.php?id=112&page=5](http://www.sheilamckechnie.org.uk/showSub.php?id=112&page=5)

### Upcoming Events

- The Sheila McKechnie Foundation is in the process of launching our alumni programme. The launch event, in 2009, will be a chance for those who have been affiliated with the Foundation to re-kindle old ties and meet with new members. It will also be a great networking opportunity for everyone. We are thinking about possible venues for the event. If you have any ideas or suggestions please contact Ruby at [ruby.coote@sheilamckechnie.org.uk](mailto:ruby.coote@sheilamckechnie.org.uk).

- Plans are in motion to organise more of our successful one-day campaign workshops, future locations include Cardiff on the 30th of January 2009, Glasgow, Brighton and Cambridge (dates to be confirmed at a later date). If you would like a workshop to take place in your area, please get in touch with [ruby.coote@sheilamckechnie.org.uk](mailto:ruby.coote@sheilamckechnie.org.uk)

- There will be a Shout Out! Workshop for campaigners who are under 18 years old at our offices near Great Portland Street. This has been organised for the 16th December, and there is still space on the workshop if you wish to attend (contact [ruby.coote@sheilamckechnie.org.uk](mailto:ruby.coote@sheilamckechnie.org.uk)).

- Please Note: If you wish to unsubscribe to this newsletter, please reply to this email with the subject heading 'unsubscribe me'.

Best wishes



Linda Butcher  
Chief Executive

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[www.sheilamckechnie.org.uk](http://www.sheilamckechnie.org.uk)

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