



MEMBERSHIP DRIVE



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We need networks of antiracists in every town and city—ready to mobilise against the far right, build solidarity with communities under attack and challenge racism.

We cannot leave the streets to those who want to divide us. Nor can we rely on politicians to stop them. We need an organised mass antiracist and antifascist movement.

That is why Stand Up to Racism is launching a membership drive.

This is a toolkit to help you be a part of the membership drive.

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HOW TO TAKE PART

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Join Stand Up to Racism

Why become a member

Have a say in SUTR's campaigning and priorities through the AGM and your local group.

Get materials and practical support from the national office to help you organise against racism.

Sustain the movement financially, helping fund campaigning and mobilisations.

Build the national antiracist network, bringing people together to act in your workplace, university, town or city.

Monthly membership rates

£5 — Student/unwaged

£10 — Supporter

£25 — Solidarity

£50 — Super solidarity

3 ways to take part

MEMBERS — RECRUIT 3

Ask three friends, workmates or fellow campaigners to join. Explain why you are a member and invite them to get involved alongside you.

LOCAL GROUPS — RECRUIT AT LEAST 10

Bring more people into organised antiracist activity. Run a public recruitment activity, make a membership appeal at every event and welcome new members into the group.

TRADE UNIONISTS — ORGANISE YOUR WORKPLACE

Recruit workmates, run a Workers Against the Far Right stall or meeting, and put a motion through your branch to affiliate to SUTR.

MEMBERS TOOLKIT

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Take the Recruit 3 challenge

- 👉 Think of people you can ask personally.
- 👉 Explain why you joined and ask them directly to become a member.
- 👉 Send the joining link or show them the membership QR code.
- 👉 Invite them to come with you to a meeting, event or protest.

Share the appeal publicly, but make individual invitations too. A conversation gives people a chance to ask questions and see how they could get involved.

Model WhatsApp message

Hi [name], I wanted to ask you to join Stand Up to Racism.

The far right is organising, and we need networks of antiracists in every town and city ready to stand against them. I'm a member because [your reason], and I'd really like you to be part of it too.

Membership starts at £5 a month and helps sustain the organising behind our campaigns and mobilisations.

Will you join?

<https://standuptoracism.org.uk/join/>

Model email to friends and contacts

Subject: Help build the antiracist movement—join Stand Up to Racism

Hi [name],

I'm writing to ask you to join Stand Up to Racism.

The far right is organising. We need networks of antiracists in every town and city who build unity and mobilise against the far right

Stand Up to Racism is building a national antiracist network to do that. Becoming a member helps sustain the work and gives you a way to help shape and build the movement.

I'm a member because [add a sentence about why you joined or an activity you have been involved in]. I'd really like you to join too.

Membership starts at £5 a month. You can join here:

<https://standuptoracism.org.uk/join/>

[Name]

Social media copy

The far right is organising. We need to organise too.

I'm a member of Stand Up to Racism because [your reason].

We need antiracist networks in every town and city—ready to challenge racism, build solidarity with communities under attack and mobilise against the far right.

Join from £5 a month:

<https://standuptoracism.org.uk/join/>

Already a member? Please share and ask others.



LOCAL GROUPS TOOLKIT

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We are asking every SUTR local group to:

👉 **Recruit at least ten new members.**

👉 Run at least one public recruitment activity—a stall, public meeting, leafleting session etc.

👉 Order plenty of Join materials.

👉 Post regularly about the membership drive.

👉 Make a membership appeal at every SUTR activity.

Ten new members is a minimum, not a ceiling. Larger groups should set significantly bigger targets, reflecting the people and networks they can reach.

Please reach out to office@standuptoracism.org.uk if you need an up to date list of members in your area.

Plan your recruitment activity

Agree a target and a plan. Discuss the drive in your steering group, choose someone to coordinate it and set a date for your public recruitment activity. Ask existing members to take the Recruit 3 challenge.

Reach out to supporters. Circulate the appeal through your mailing list, WhatsApp groups and social media. Where people have agreed to local contact through the national antiracist network, invite them to join SUTR and take part.

Make membership part of every activity. Include the joining link in all publicity, always have Join leaflets on stalls and make a short appeal at meetings and mobilisations.

Model local group email

Subject: Help build the antiracist movement in [area]

The far right is organising. We need to organise too.

In [area], we want to build a stronger antiracist network—one that can challenge racism, stand alongside communities under attack and bring people into action against the far right.

If you have marched with us or supported a local campaign, please take the next step and join Stand Up to Racism.

Membership starts at £5 a month. It helps sustain our campaigning and gives you a say in the movement to stop the far right.

Join here:

<https://standuptoracism.org.uk/join/>

Model local group WhatsApp

Help build the antiracist network in [area].

We need people ready to challenge racism, defend communities under attack and mobilise against the far right.

Join Stand Up to Racism from £5 a month:

<https://standuptoracism.org.uk/join/>

Social media copy

[AREA]: THE FAR RIGHT IS ORGANISING. WE NEED TO ORGANISE TOO.

Help build an antiracist network that can build unity and take action locally.

Join Stand Up To Racism from £5 a month:

<https://standuptoracism.org.uk/join/>



TRADE UNIONS TOOLKIT

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We are asking trade unionists to:

👉 **Recruit workmates to Stand Up to Racism.** Invite colleagues to join. Ask for a membership appeal at your next branch meeting. Include the joining link in branch emails, newsletters and workplace communications.

👉 **Run a Workers Against the Far Right workplace stall or meeting.** Invite your local SUTR group to get involved and make sure the meeting or stall includes a membership appeal.

👉 **Put a motion through your branch to affiliate or re-affiliate to SUTR.**

<https://standuptoracism.org.uk/affiliate/>

Model branch motion

This branch/committee/region notes

- 1) The far right is a growing threat. From Reform UK at the ballot box to fascist 'Tommy Robinson' on the streets.
- 2) The scapegoating of refugees & migrants by mainstream politicians & the media has legitimised the far right & their divisive, racist narratives.
- 3) Stand Up To Racism has a network of over 100 local groups and support from across the trade union movement & from many faith based organisations.

This branch/committee/region believes

- 1) The far right is growing as a result of disillusionment with mainstream politics & the cost of living crisis.
- 2) Trade unions are central to the fight against the far right.
- 3) We need unity in our workplaces, communities & trade unions. We can't allow scapegoating & racism to divide us.

This branch/committee/region resolves:

- 1) To affiliate to Stand Up To Racism
- 2) To join the Workers Against The Far Right network
- 3) To organise training to increase our members' confidence to oppose the far right's arguments.

Model branch email

Subject: Build antiracist organisation in our workplace

Dear colleagues,

The far right is organising. We need to organise too.

Racism divides working people. Our strength lies in standing together, challenging scapegoating and refusing to let colleagues or communities face racism alone.

Stand Up To Racism is building a national antiracist network, and we want members of [branch/union] to be part of it.

Individual membership starts at £5 a month and helps sustain campaigning and mobilisation.

Join here:

<https://standuptoracism.org.uk/join/>

In solidarity,

[Name/branch]

Newsletter copy

Organise your workplace against racism

We need antiracist networks in every workplace—ready to challenge racist scapegoating and mobilise against the far right.

Help build that movement by joining Stand Up to Racism.

Individual membership starts at £5 a month. Union branches can also affiliate to support Stand Up to Racism.

Join: <https://standuptoracism.org.uk/join/>

Affiliate: <https://standuptoracism.org.uk/affiliate/>

National unions and regions

Help build the network across more workplaces by:

👉 Circulating the membership appeal to members and branches.

👉 Including it in newsletters and on social media.

👉 Sharing the model motion and encouraging affiliation.



MATERIALS

 [Click here for all membership drive materials](#)

You will be able to download

👉 A printable Join leaflet

👉 Join QR codes

👉 Social media assets