

Low Pressure

Emails, leaflets, flyposting and digital actions from home

We know that it takes regular action to shift insurers. You don't always have to be on the streets, there are a range of tactics you can use to do this.

Warning Shot

All campaigns start by giving a target an opportunity to do the right thing before the campaign begins. The easiest way of doing this is to send the target a warning shot email. We also want to let them know that they have a week to respond, or we'll assume that they are working with Total, and will launch a campaign on them.

Here is a [list of email addresses](#) for the CEOs different insurers.

Here is a [letter template](#) that you can use as a starting point.

Outreach to staff and customers

Another way to engage staff is to hold regular leafleting actions outside their office. [Pick your target here](#)

Some groups have received verbal commitments from insurers this way. If you do, make sure you ask them to send it to you in writing.

Some ideas of how to do this:

- do daily outreach to staff & customers, a couple of activists can create serious discomfort for a company
- visit offices before/after work or during lunch
- distribute leaflets explaining the real consequences of their insurance deals
- personalise your flyers to make it local and harder to ignore

Flyposting

Hit the streets with eye-catching posters: "Stop Insuring Fossil Fuels", "Criminal CEO", or design your own. Focus on insurers with a public-facing brand like Aviva, Axa, and Allianz. Print extras and revisit locations to maintain visibility.

Target:

- Office entrances
- Bus stops
- Community noticeboards

Learn more about [flyposting in general](#)

Digital Actions

Take action from your phone or laptop or support on-the-ground actions online. This could includes:

- Social media storms
- Email floods to executives
- Phone blockades
- Targeted public pressure

More details is [Take Action From Home](#) page.
