



SCOTLAND IN UNION

KEEPING SCOTLAND SECURE IN THE UK



WHO WE ARE

Scotland is better off as part of the United Kingdom. It's the one simple idea which unites people behind our campaign.

It's a belief shared by the majority of Scots and millions of people from across the UK and beyond.

We have embedded a full-time campaign in Scottish public life which unites all of those who believe Scotland is better off in the UK, and that the UK is better off with Scotland included. We speak up for our patriotic and positive vision of Scotland strong and secure in the United Kingdom, and counter the divisive rhetoric of nationalism.

Our skilled, dedicated team is working on the front line every day, organising volunteers, building networks, and making the positive arguments for Scotland in the UK, including in the media and on social platforms.

We are Scotland's largest and most effective pro-UK campaign, leading the way in holding the SNP-Green government to account and opposing another divisive independence referendum.

Do you agree that Scotland's interests are best protected by remaining part of the UK? We need your support to maintain and grow our campaign.

Thank you.

Pamela Nash
Chief Executive of Scotland in Union



WHAT WE DO

- We have more than **36,000 supporters**.
- We **campaign** in every local authority area in Scotland.
- We stage **local events**, from town hall meetings to street stalls.
- We hold regular events with politicians from the **three main pro-UK parties**.
- We reach more than **one million people** a month on **social media**.
- We regularly commission **high-quality polling**, highlighting the views of Scots on a number of issues and consistently demonstrating that most Scots want to remain in the UK.
- We **research devolved policy areas** to highlight nationalists' neglect of the day job.

“As a young student spending my time between Glasgow and Manchester, I feel like it has never been more important to have Scotland in Union speaking up for voices like myself. We must back them if we ever want to see a Scotland free of the SNP.”

Shannon O'Donnell | Supporter

WHY WE EXIST

In 2014, Scotland's place in the UK came under real threat. Everyone in Scotland had their say on the constitutional question, in a legal and binding referendum. Thankfully, the nationalists failed in their attempt to divide us from the rest of the UK.

Sadly, the Scottish nationalists were not prepared to take no for an answer. Within hours of the result, they were campaigning for a re-run.

They haven't stopped since. Rarely has that been displayed more shamelessly than in their appointment of a dedicated minister for independence in their latest cabinet reshuffle.

“Why on earth would you not use the machinery of government to further the cause?”

Humza Yousaf, 11 March 2023

Scotland in Union was formed in response to this narrow-minded and divisive approach. We have a great range of pro-UK politicians, but there is also a need to speak as one voice and create a vital space free from party politics. We give a voice to people from all parties, and with no party affiliation, who want to see Scotland remain secure in the UK.

Our key aims, on behalf of our supporters, are:

- To make a positive and engaging case for the UK using evidence and appealing to shared emotions.
- To resist nationalist attempts to bring about another referendum that the people of Scotland have repeatedly made clear they do not want. If there were to be another referendum, we are ready and we believe the UK would remain united again - but we do not want another divisive distraction from the issues which matter to people day to day.
- To continue holding this SNP-Green government to account, exposing its repeated failures on every area of devolved policy because of its obsession with the constitution.

Our partnership of nations is precious, the source of three centuries of peace and prosperity. We will not allow it to be destroyed by a nationalist campaign based on empty assertions and lies.

In recent months the turmoil at the heart of the SNP and the nationalist movement has been brutally exposed, but this is no time for complacency. We need to seize the current once-in-a-generation opportunity to push nationalism in Scotland back to the margins of politics, and our team and our volunteers are working harder than ever to ensure this happens. Together, we can increase support for the UK and help people to turn away from nationalism.



“Funding for Scotland in Union is more vital than ever due to the SNP's never ending threats of trying to break up the United Kingdom. We are the majority and need our voices heard, particularly in the face of how bad a job they are doing governing the country.”

Leanne Blake | Volunteer

WHY YOUR SUPPORT MATTERS

We are already making a difference.

- Our comments and opinions appear in the mainstream media on hundreds of occasions every year.
- Our major social media presence means our posts are viewed more than 1 million times a month.
- We have a talented team including two full-time employees as well as expert consultants in media, communication and digital campaigning.
- We have a team of active volunteers across Scotland, and thousands more in reserve in the event of a second referendum.
- Scotland in Union maintains close links with all pro-UK political parties as well as think-tanks and fellow campaign groups.

“We have a brilliant group of enthusiastic and dedicated members in our Scotland in Union campaign groups in Renfrewshire and Inverclyde. Our regular activity has only be made possible by the generous donations received. We want to do more, and we can with the right resources.

George Wilkinson | Organiser



- Our work on tactical voting at the recent Holyrood elections helped ensure the SNP failed to get a majority, delivering pro-UK candidates of all parties in a number of seats. The postcode checker we developed enabled pro-UK voters to find the candidate in their constituency most likely to win.
- We have already started assisting pro-UK candidates of all parties, ahead of the anticipated 2024 General Election. We are also prepared for an early Holyrood election, if one were to be called.
- We regularly commission agenda-setting polling on the attitudes of Scots towards independence and other public interest matters.
- We are the go-to pro-UK voice for most political journalists in Scotland, thanks to our established credibility.
- Our research features consistently in the media, exposing SNP-Green failures on devolved issues like health, education and the economy.



OUR FUTURE

Scotland in Union must increase support for Scotland to remain in the UK. Complacency could lead to a renewed resurgence of nationalism that could threaten the UK further. Now is the time to put the issue to bed, through reducing support for nationalism and the anti-UK parties.







To do this, we need to maintain our existing support base, while also increasing our reach in Scotland and across the UK.

To continue our work, and to do even more, we need your help to ensure that nationalism and the pursuit of independence no longer dominate the agenda in Scotland, so that our representatives can focus on issues such as health, the economy, transport, education, the climate emergency and the many issues which affect people in Scotland every day.

We would use additional funding to:

- Conduct regular polling, which always makes an impact in the media and which helps to show that most people in Scotland want to stay together in the UK.
- Invest in digital marketing, reaching a wider audience, including people who do not use more traditional media.
- Increase staff hours, building a bigger team to boost our activities, including research, social media design and organising volunteers and supports to magnify our impact.
- Enhance our website with aspects such as videos; infographics; myth busting; podcasts and interviews.
- Purchase advertising, to reach more people and to encourage them to support our campaigns.

For example:

<div>£25 per month would</div> <div></div> <div>help towards hosting fees for our website.</div>	<div>£50 per month would</div> <div></div> <div>pay for 20,000 leaflets over a year.</div>	<div>£100 per month would</div> <div></div> <div>pay for us to reach around 10,000 people with a targeted online advert every month.</div>
<div>£500 would</div> <div></div> <div>pay for a fully equipped street stall.</div>	<div>£1,000 would</div> <div></div> <div>pay for targeted online ads to reach every online user across two marginal constituencies on Facebook.</div>	<div>£4,000 would</div> <div></div> <div>pay for a private poll, including asking whether people want to remain in the UK.</div>



If you would like to help us or hear about our plans for 2023 and beyond, please get in touch with our Chief Executive, Pamela Nash:

 pamela.nash@scotlandinunion.co.uk

Please donate, and sign up for updates, at www.scotlandinunion.co.uk; follow us on social media; and tell others about our vital campaign.

