

Face-to-face gets a theatrical boost

Friends of the Earth is using drama to support its street fundraisers as part of its 2008 Summer of Action campaign.

Actors from London environmental theatre company Arcola are teaming up with the green campaign group to perform a series of 10-minute street plays in August about the problems caused by biofuels, which can be environmentally destructive.

FoE hopes the move will attract new supporters and raise awareness of the issue before a vote in October on introducing new European Union biofuel targets.

"This is a really credible piece of street theatre that people can watch and then have the option of becoming a regular donor, joining our campaigning action or just finding out more about the work that we do" said Sophia Smith, fundraising officer at FoE.

"Some people aren't enthusiastic about traditional street fundraising. We thought this was a nice way to show them that we are an innovative organisation and really get them on board."

By Hannah Jordan, Third Sector, 30 July 2008