

## YOUR CAMPAIGNING TOOLKIT

There are many possible definitions for a campaign and the activity of campaigning;

- Campaigning is speaking up, drawing a community's attention to an important issue, and directing decision-makers towards a solution,
- Campaigning involves putting a problem on the agenda, providing solution to that problem and building support for action to solve the problem,
- Campaigns can involve many specific, short-term activities to reach a long-term vision of change,
- Campaigning involves working with other people and organisations to make a difference,
- Campaigning consists of differing strategies aimed at change at the local, provincial, national and/or international levels.

### PLANNING YOUR CAMPAIGN

#### 1. Problem Analyse- Get informed and get inspired – gather information

- What are the needs of the target group?
- What are the challenges/issues that should be addressed?
- What are the major obstacles?
- What are our strengths and weakness?

#### 2. Goal and Objective(s)

- **Be clear** – make them easy to read and understand,
- **Be specific**- know what you want to achieve to create change,
- **Set targets** – set short-term goals that support your objectives,
- **Be reasonable** – don't aim too high; make sure you have reasonable targets,

Remember: a goal is what you want to achieve. To achieve the goal you need to define a series of objectives (long/short term).

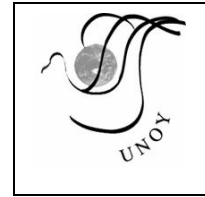
#### 3. Stakeholders - who can help you achieve the goal?

- Identify the stakeholders. It is important to understand all the various groups of stakeholders:
  - With power,
  - Supporters,
  - Opponents,
  - Your Target Group.
- Know their arguments and be able to counter them.

#### 4. Message

- Focus on a single compelling message
- Think of the key elements of a message:
  - Idea- what, why, how and what action,
  - Keep It Short and Simple (KISS)**,
  - Language- clear, inclusive and powerful,
  - Positive images: Human face.

#### 5. Tactics/Tools - How can you get them to hear it?



- Use the Media,
- Build Networks and Coalitions,
- Make use of Advocacy and Lobbying,
- Do Direct Action,
- Work on Action Research,
- Find a Way to Use the Formal Political Processes,
- Use the Law,
- Get Key Individuals to Back You Publicly,
- Create a Clear Action Plan.

Remember: The campaign should adopt a bottom-up approach, linking grass-roots experiences to national, regional and global initiatives.

#### 6. Resources

- Determine your needs – tools, supplies, human resources,
- Make an overview of costs,
- Raise the Funds.

#### 7. Link with other organisations

#### 8. Evaluate Your Work

#### MORE REFERENCES ON CAMPAIGNING

- Taking It Global, [http://www.takingitglobal.org/themes/mdg/campaign\\_kit.html](http://www.takingitglobal.org/themes/mdg/campaign_kit.html)
- MDG Campaign Toolkit: [www.millenniumcampaign.org](http://www.millenniumcampaign.org)
- Information Leaflet No 21. UNITED for Intercultural Action: [www.unitedagainstracism.org](http://www.unitedagainstracism.org)
- How to Lobby at Intergovernmental Meetings; Dodds & Strauss: [www.unedforum.org/publications/books/lobby.php](http://www.unedforum.org/publications/books/lobby.php)
- Toolkit Making Commitments Matter: [www.un.org/esa/socdev/unyin/untoolkit.htm](http://www.un.org/esa/socdev/unyin/untoolkit.htm)
- Navigating International Meetings: [www.un.org/esa/socdev/unyin/documents/intl\\_meetings\\_eng.pdf](http://www.un.org/esa/socdev/unyin/documents/intl_meetings_eng.pdf)
- 

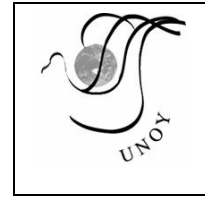
## ADVOCACY AND LOBBYING

Advocacy means speaking out effectively on behalf of one's community, and is a basic element of a democratic system. It is an effort to shape public perception or to effect change that may or may not require changes in the law.

Lobbying is a focused form of advocacy. It means encouraging the adoption, defeat, or modification of laws or policies – at the local, national, or even international level. Lobbying involves giving views and information to decision-makers in order to influence them toward the action you want, which means contacting officials who make the laws and policies, communicating desires and opinions, challenging the arguments of opponents, and demonstrating wide support for an issue.

#### WHO CAN LOBBY

**Anyone!**



## HOW TO START?

- **Be clear about your issue, your facts and your position.** Be able to defend and explain yourself,
- **Be Prepared**
- **Prepare a short presentation.** Be ready to present clearly and in a logical order. Remember: decision-makers may have no detailed knowledge or a specific interest in your issue,
- **Create a clear strategy for approachment.** Who: individual/national/regional or international groups/ delegations/ ministers or other ministry delegates? How: written/ personal/ telephone/ formal/ informal/ group meetings/ individual meetings? Where: local/ national/ regional/ international?,
- **Find out who will help or oppose you.** Be aware of the decision-makers existing alliances and partnerships, what particular interest groups influence them, their weaknesses and their opponents. Congratulate them on any past efforts they have already made to support your cause.

## CONTACTING DECISION-MAKERS

### 1. Face-to-Face

Make an appointment where possible

Whenever you meet in person:

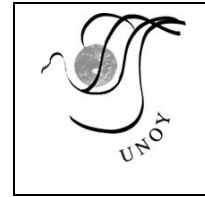
- Be on time!
- Be Well dressed
- Introduce yourself, the organisation you present and the issues you are interested in, and briefly explain your position,
- Thank him/her for taking the time to see you. Stay polite and never make threats,
- Do not be disappointed if your appointment is with different person then expected. Decision-makers are often busy and staff members will pass on the information they receive to their superiors. By developing a good relationship with a staff member, you can open an important 'line of communication' to an office,
- Present a clear message. Choose one person to speak for your group,
- Tell the decision-maker what action you would like to take and why,
- State the effects you think your position will have and why the decision-maker should support you,
- Use facts to support your arguments and bring supporting documents,
- Be prepared to negotiate or compromise where possible,
- Be prepared for rejection. If your efforts are rejected, try dividing the issue into sub-issues and approach decision-makers with these different components,
- Give the decision-maker or staff member a chance to express his/her point of view,
- Give special recognition to decision-makers who you know are on your side. Ask them for advice and help in reaching other decision-makers, suggestions for ways to communicate the issue to their colleagues,
- Establish that they understand clearly your objectives,
- Ask for firm commitments for action from decision-makers. What will they do? When?
- If a decision-maker or staff member expresses opposition to your viewpoint, stay friendly so you will have access to them in the future.

### 2. Telephone

Many points from above apply here. It is important to be brief, clear, polite and well prepared.

### 3. Letters/emails

- Sending a letter or email indicating your intentions, can be effective, especially in combination with getting an appointment or arranging a conference call, as it allows you to organise your views and information in a form that legislators can keep and refer to later,



- Be concise and clear. State the specific issue you are concerned about, why you support or oppose it, and what action you would like the decision-maker to take.

## **FOLLOW-UP**

- Send a Thank-you letter after any visit or telephone contact. Restate your case briefly and provide any information you may have promised during the meeting. This will also be useful as a tool to make sure decision-makers are keeping to any commitments they have made.
- If you have been unable to obtain commitment or support, follow-up later – policies and personalities change!
- Make sure you have a long-term follow up – are laws/ policies/ commitments being properly implemented? Remember there is a difference between policy and practice!

## **REMEMBER**

- Decision-makers and elected officials do pay attention to the opinions of those who elect them. The dependency relation is unbalanced, but mutual!
- Everyone knows somebody. Ask around for ideas. When you find someone to help, ask him/ her to recommend others,
- Use the media,
- The key to successful lobbying is ‘building a wave’. Use each little victory as ammunition for the next battle. Build layers of support and create a positive domino effect,
- Even if you do not achieve your goals, lobbying gives you the satisfaction of putting your beliefs into action and playing an important role in the decision-making process,
- You will need courage, persistence and faith – but you do have the power to change.

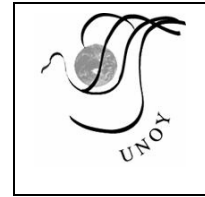
## **MEDIA**

Communication is at the centre of any campaign strategy  
A successful organisation and campaign needs to build a profile to which people can relate.

- Have a clear message and slogans – these will be the basis of all forms of communication, such as posters, flyers, speeches, interviews, submissions and petitions,
- Develop an easy to remember campaign identity- logo.

## **TIPS**

- ❖ Understand the media bias to create stories and hold events that are tailored to specific interests,
- ❖ Follow-up all stories and interviews,
- ❖ Build personal relationships with as many media outlets as possible,
- ❖ Provide clear simple information to minimise the risk of your message being diluted,
- ❖ Tell inspiring and explanatory stories,
- ❖ Never be rude to journalists,
- ❖ Never lie or exaggerate.



## Press Release

The most common way of notifying the media about something is a short press release. A few tips:

1. Be clear and to the point,
2. Write 'press release' on the top write in your language, and underneath it the date,
3. It should not exceed one-page A4,
4. The headline should be clear, interesting and attention-grabbing,
5. The first paragraph should include all the important information (What? Why? Where? When? Who?),
6. A short summary of history and background information on your campaign should be included,
7. Quotes and statistics can 'spice up' your press release,
8. Include contact information for someone who can represent you effectively.

Send out the press release by email. But don't stop there, also fax it to your key-contacts. If it is someone you know, remember to put the name of the journalist on the release. Check by phone whether they have received it.

## Press Conference

- Have speakers that will attract the media,
- Hand out copies of the press statement,
- Have it preferably not be any longer than 30 minutes,
- Try not to have more than three speakers,
- Smile, be passionate, and enthusiastic,
- Look your audience in the eye to assure a feeling of personal contact.
- Thank all who came, use official titles, especially Thank important officials that attend

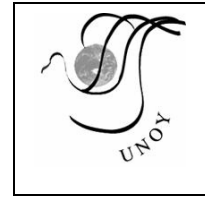
## Posters and flyers

Posters and flyers are a direct way of communicating your message, but can often be fairly expensive. When using it as a means, make sure that they stand out by use of creativity. They should be;

- Catchy,
- Self-explanatory,
- Be easily recognisable as coming from you.

## BIBLIOGRAPHY

- Taking It Global, [http://www.takingitglobal.org/themes/mdg/campaign\\_kit.html](http://www.takingitglobal.org/themes/mdg/campaign_kit.html)
- MDG Campaign Toolkit: [www.millenniumcampaign.org](http://www.millenniumcampaign.org)
- Information Leaflet No 21. UNITED for Intercultural Action: [www.unitedagainstracism.org](http://www.unitedagainstracism.org)
- How to Lobby at Intergovernmental Meetings; Dodds & Strauss: [www.unedforum.org/publications/books/lobby.php](http://www.unedforum.org/publications/books/lobby.php)



## PROFILES OF THE OFFICIALS FOR LOBBYING

### **Should she still be there?**

Honourable Minister (..) recently fell under criticism within her own party. Seemingly lacking the interest she used to have for her portfolio, she has been missing briefings with her staff. When present, she has been showing clear signs of not having read the reports that were prepared for her. Her behaviour has started rumours that her motivation to represent the Ministry of Foreign Affairs is fading.

Some say that this has been the case ever since she was publicly humiliated, when she was passed over for being the Vice-President after the last election. A position she had expressed interest in on various occasions during the campaign. The Minister herself claims all such talk is complete nonsense. 'As always,' she says 'Serving my country is the most important thing on my agenda'. To prove her point, she has rejuvenated her relations with the conflict and peace community, making appointments with almost every civil society organization in the country. Whether she has read the reports for those meetings, no one really knows.

### **New Under-Secretary General Appointed**

Ambassador (..) has just been appointed as the new Under-Secretary-General for the UN Department of Political Affairs (UNDPA). She takes the position after her predecessor; Ambassador Jean-Ives Bush who got himself in quite a sensitive predicament after favouring his cousin as a contractor for one of the last evaluation research programs.

Generally known as a dedicated and skilled diplomat with both great knowledge and respect for the UN institutions and system, some whisper she does not have the experience and know-how of many of the new target themes of UNDPA.

Having been permanent representative to the UN for (..) for many years, the appointment is said to be a gesture of appreciation for her long career in service.

Still, all agree that she will make up for this in no time. Much the same as when she was first appointed as permanent representative, when she too spend the first few months making over hours to learn all the necessary skills to be the best person for the job. No one doubts that UNDPA will see no more breaches of UN Protocol as long as she is there.

### **From Religion to Faith**

Religion and faith may sound as two words for the same thing for many, but for Mother (..) they represent the hopefully new future her organization is heading for. Only a few months ago the Inter-Religious Forum was facing serious complications after the annual meeting in January 2005 ended in a harsh confrontation on the wording of the New Years Pledge. With tensions growing on whether the Forum would survive, it has now come forward claiming a new start, and a new name.

This new name is the Inter-Faith Forum, which Mother (..) feels better reflects the organization, which' members represent almost all major faith-based organizations in the world. A fact which some believe is the source of the limited moving space and flexibility the Forum now faces, and needs to learn how to deal with. 'But' she says, 'In the end we all wish to make this world a better place, even if that means having to tackle some extremely complicated and sensitive discussions.'

### **Car Toys for Development**

At a press conference she called herself today, Ms. (..) told everyone that it was her time to give back to the world. She then pledged five percent of the annual profits of her company, Speedy Dreams Corporations to charity, starting from 2005. An amount she says she will be assigning to different causes in the coming months.

As the executive-director of Speedy Dreams, she has been the head of the biggest earning toy company in the world for the last five years running. Combined with her wealthy background, she is known for running from one whim to another, following each new obsession with an even fiercer dedication.

Not all are completely sure where this new aim in life comes from. Especially when she explained that one of her first projects, an idea she came up with herself, was to ship thousands of toy cars to the five least developed countries in the world. Besides clearing out her cantonments, not everyone is really sure this project will make much difference for global development.