

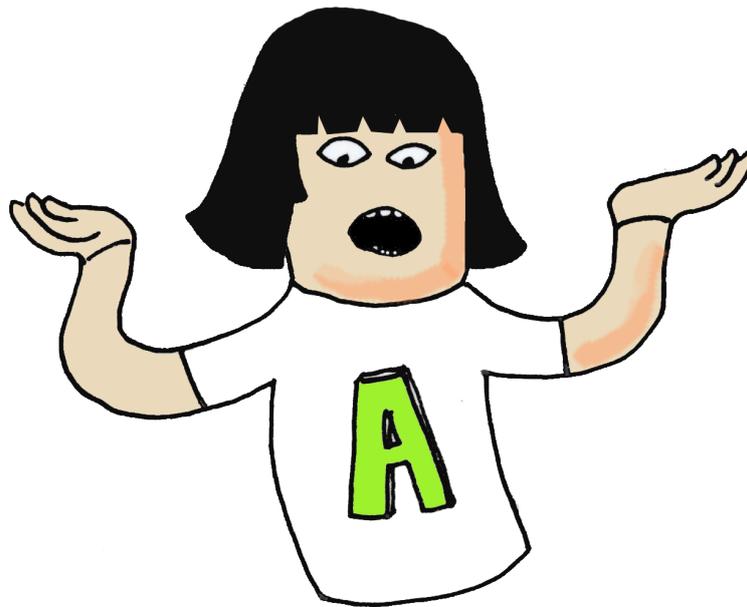


DESIGN A CAMPAIGN

A NINEISMINE Initiative



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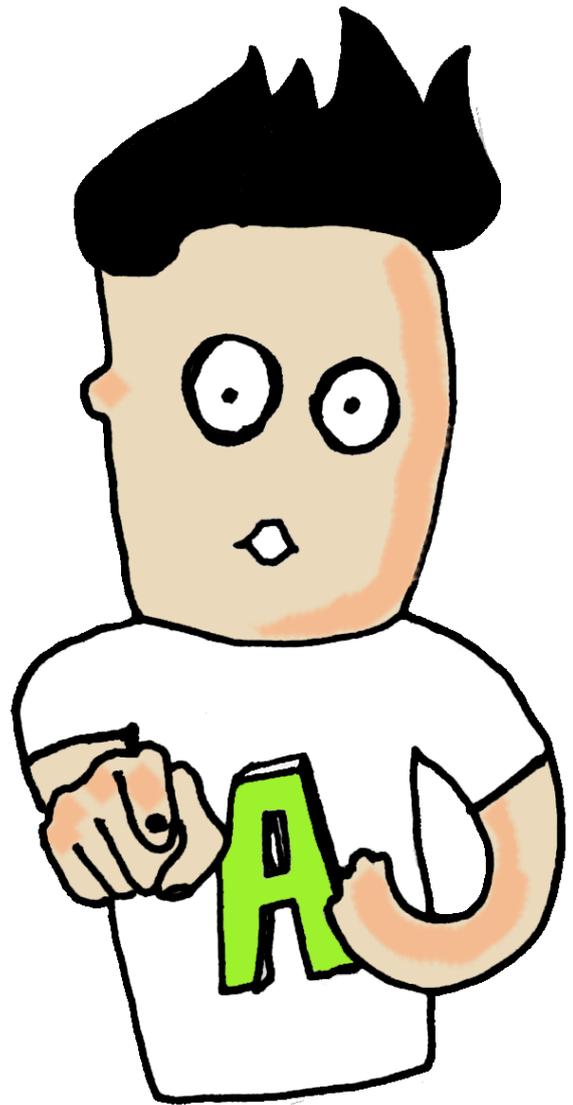


WHAT IS ADVOCACY?

Before we start discussing how to advocate, let's look at what advocacy really means. Advocacy is simply a method or a strategy that is designed to accomplish a set goal. In the context of the realization of rights, advocacy should aim at the very minimum, to establish a dialogue between those who have rights and those who have duties. Advocacy can be used to,

- Provoke change in policies
- Reform thinking and attitudes
- Represent stakeholders
- Engage with the community
- Establish civil society as a legitimate voice

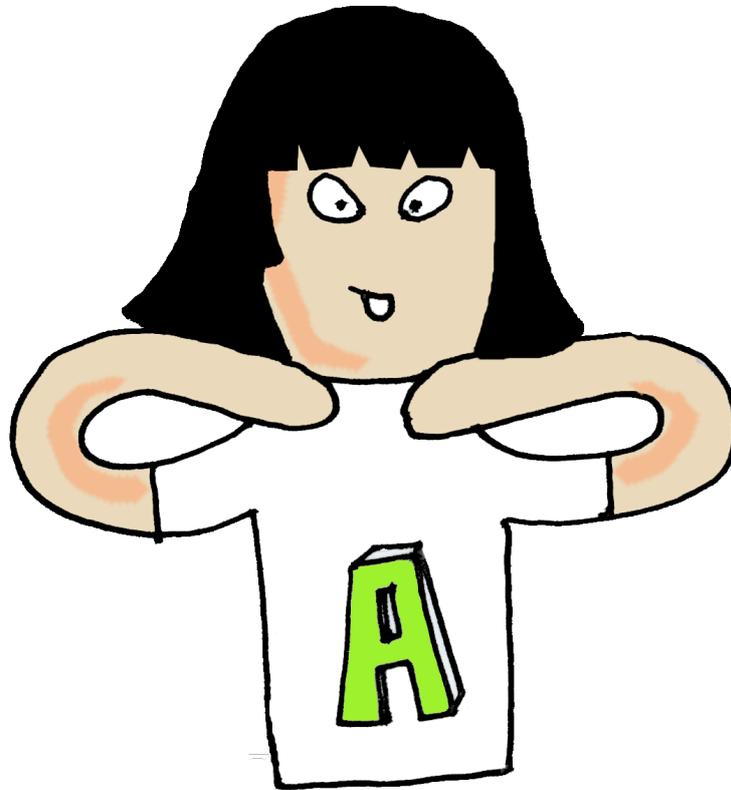
WHO CAN ADVOCATE? YOU CAN!



Is it necessary that you need to be someone special with fancy qualifications in order to advocate a particular cause? Not at all! It's as simple as this:

- You do not have to be a voter
- You do not have to be an adult
- You should have a stake in society
- You should have a vision and imagination
- You should be willing to raise your voice

WHY ADVOCATE?



Being part of society and being able to interact with your friends and other people can't possibly be only fun and games now can it? Each of you has both the power and the responsibility to:

- Create change
- Influence decision making for the benefit of society as a whole
- Defend and represent communities that cannot do so themselves
- Build cooperation among diverse stakeholders

ELEMENTS OF A CAMPAIGN

(It's easy!
It's in the
name itself!)

C- CAUSE

A-AIM

M-METHOD/MEDIUM

P-PEOPLE

A-ACTION PLAN

I-INVESTMENT

G-GOALS

N-NETWORK

CAUSE



It is essential that before you start campaigning, you should have a specific cause that you are passionate about and want to stand up for:

Some questions that you need to first ask and answer yourself include:

Whose rights do you plan on defending? Why are they being denied their rights? Which section of society moves you and makes you want to fight for them?

In order to do this, it maybe useful to think of the following:-

- Identify an issue
- Research and determine the root of the issue
- Identify those who are affected and those who are responsible for creating the issue
- Ascertain the current attitude of society towards the issue at hand
- Ensure the issue is important and consistent with your organization and stakeholders

AIM

After identifying your cause or the subject of your campaign, figure out what the end result of your campaign should be. What is the change you are looking for? Do you want the rights you're asking for to be upheld or augmented?

- Ask why the need for change
- Ask what impact this change will have on those affected by the issue
- Ask what are the various milestones to be covered in order to ensure this change
- Ask what will be consequences of the change envisioned
- Ask whether it will be viable and sustainable



METHOD

How you campaign is absolutely crucial!

Simply standing around with fliers will not cut it. Everyone is in such a rush today and the government has so many things to do that it won't be very easy to focus their attention towards your point. Dance, sing, conduct street plays, basically anything that will make people wake up and recognize the issue at hand.



- Identify tools of advocacy that would be most effective
- Use medium based on identified stakeholders and ensure that it is simple and straightforward

PEOPLE

People are extremely important for a campaign. It's easy to ignore one person, but when you have a large number of people who have the qualities that we have enumerated for you, your campaign will go a long way.



Identify people who can relate to your goal and look for some of these qualities:-

- Talent and skill
- Flexibility
- Diversity
- Conviction
- Enthusiasm

Also ensure that you establish clear roles, specific functions and spread responsibilities.

ACTION

Campaigns have been running a long time. Everyone right from Obama to Kejriwal to the society uncle who wants a new road, campaigns. And nearly every time, their plan consists of the same elements. Here are a few things that you must do when campaigning.

- Curate community assemblies
- Develop strong petitions
- Organize public rallies
- Design clear posters
- Use social media
- Utilize but do not exploit symbolism like fasting.



INVESTMENT

The life, breath and probability of success of a campaign lie in its ability to sustain itself for a long period. No matter how important the issue, a campaign takes a long while, even with everything working smoothly. Here are a few things that you'll need to do in order to keep it running effectively:



- Include those who are stakeholders as part of the process
- Engage directly with policy makers
- Ensure that each member of the campaign is aware of the value of his or her role
- Involve and communicate constantly and clearly to all

GOAL

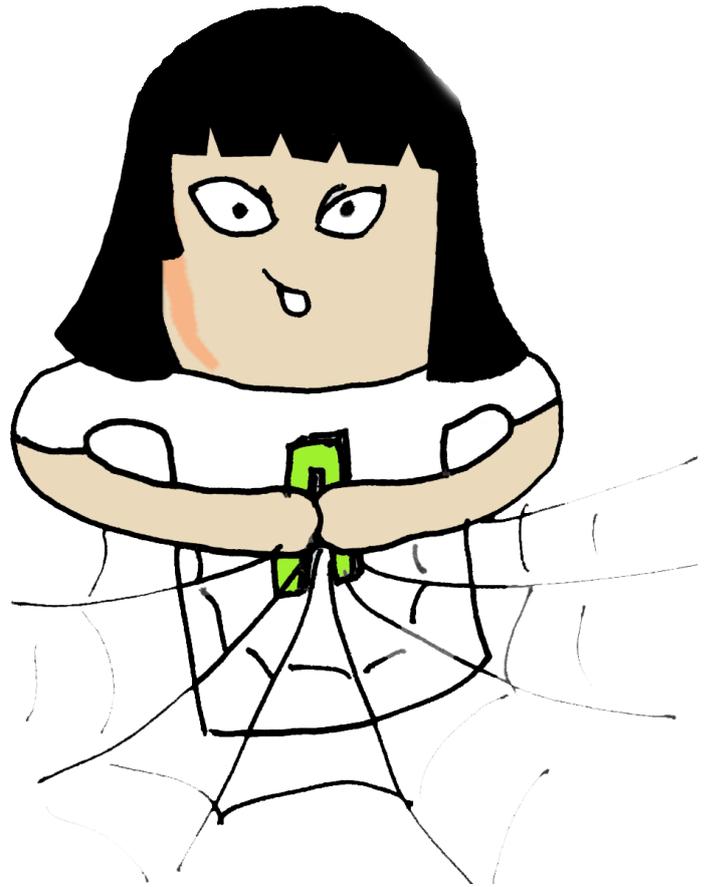
So you've got your cause, you've got your aim and you've campaigned like a pro. But you'll need to know where you are going with it right? Keep your goal in mind. Here's how:



- Continuous assessment of aims and outcomes
- Monitoring targets for specific organizational roles
- Regular dialogue with interest groups
- Feedback sessions

NETWORK

Finally more awareness means more people and more people means more notice will be taken of your cause. You need to get in touch with people who share not only the same cause but the same level of enthusiasm and drive. This essentially means, Network!



- Identify power centers and other NGOs for alliances
- Develop links with those in politics and the media who share an interest in the issue
- Use your friend circle to spread awareness about the issue.



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