ACTIVISM CAMPAIGNS
INSTIGATE = ACTIVISM CAMPAIGN
Discussion
Amnesty Campaign to end violence against women

- Eliminating the discrimination that is a root cause
- Addresses patterns of violations and individual cases
- Calls for responsibility at individual, community and state levels
- Partnerships with other organizations
- Research based and informed by ongoing research
- Tools including strategic policy advocacy, events, research, media work and internet based activism
Why does it matter?

- A comprehensive approach helps to promote change
- Effecting change from the individual level up through to the state/national level
- Public awareness and education are a key component
- Collaboration with other agencies to strengthen efforts
- Take opportunities to focus on special populations
Amnesty’s Layered Approach

- Gender Awareness Workshops
- Campaigning to stop violence against women
- Human rights education workshop for youth
- Human rights education workshop for journalists
- Human rights education workshop for non-governmental organizations
- Policy recommendations and advocacy
Gender awareness workshops

- Reflection and deeper understanding of:
  - Gender as a social construct
  - Gender discrimination

- And their link to violence against women
Specialist Human Rights Education workshops

- Locate Women’s Rights within the Human Rights framework
- Become aware of main barriers to preventing VAW including the public/private dichotomy
- Understand key terminology surrounding gender issues
- Explore ways of addressing VAW
- Set own action methods and goals
What are the benefits of E-Activism?

- Wider reach
- Participation is quick and accessible
- Interactive
- Easy for participants to share information and opportunities with others
- Participants can do as little or as much as they wish

Source: Tools and Tips for Effective E-Activism, Amnesty International
Online petitions

CVS: Vacuuming Antarctica for krill

Goal: 50,000

33,303

CVS is supporting the plunder of Antarctica and one of the last unspoiled oceans on the planet.

The pharmacy giant is marketing and selling Antarctic krill oil as a health

Sign the petition to CVS.

Petition Text:

"Stop selling krill-based omega-3 supplements now. Krill are crucial to the Antarctic marine ecosystem, and no amount of harvesting is sustainable."

You are signed in as Danielle Dryke. If you're not Danielle Dryke, Click here

Add your voice.

SumOfUs will protect your privacy, and keep you updated about this and similar campaigns.
Banners or widgets on relevant websites

ADD OUR BANNER

Choose the one you like and add it to your website or blog:

Leaderboard (728 x 90 - 16.3KB)
(not shown actual size!)

<embed src="http://files.amnesty.org/deathpenalty2012/en/AN-globe-EN-728x90.swf" quality="high" bgcolor="#ffffff" width="728" height="90" name="AN-globe-EN-728x90" align="middle" allowScriptAccess="sameDomain" type="application/x-shockwave-flash" pluginspage="http://www.macromedia.com/go/getflashplayer"/>
Sending pre-written letters to legislators and policy makers

Message

Rep. Rona Moran (D-MN-65A)

Subject: Fund the Forever Green Initiative to Get Agricultural Pollution Out of Our Water

Dear [Recipient's Title and Name],

Please fund Forever Green in the Supplemental Budget Bill (H.F. 3172). The Forever Green initiative will help clean up our water by reducing agricultural pollution in our lakes, rivers, and streams.

Minnesota's Pollution Control Agency has identified farmland runoff— including sediments, fertilizers, and pesticides—as the primary source of water pollution in Minnesota. This is because much of our farmland is planted to corn and soybeans, which have active root systems for only a few summer months, leaving farmland soils vulnerable to runoff for most of the year.

The “Forever Green initiative” at the U of M shows that by developing new cover and perennial crop varieties that grow from fall to spring and fit into the existing corn and bean rotation, we can dramatically reduce agricultural runoff pollution and clean up our lakes, rivers, and streams.

The Senate has put one-time money—just over $1 million—into the Supplemental Budget Bill (H.F. 3172) for Forever Green this year, to fund its research.

Unfortunately, the House currently has no funding for “Forever Green” in the Supplemental Budget Bill. You can help clean our water by telling the Supplemental Budget Bill Conference Committee to accept the Senate language funding the “Forever Green initiative.”

Sincerely,

Dantelle Dryke
Campaign pages on social media
National Debate Must Connect the Dots on Abuses in the USA

By GUEST WRITER
January 14, 2015 at 12:55 PM

By Zack Michaelson

Our nation is currently in a debate about how to handle gross abuses of power by those tasked with defending us. In past weeks, we have learned more about the vast conspiracy of
Online community forums for discussion of relevant issues
Tips

- Encourage people to engage their contacts after they participate and to share other information
- Generate interest by presenting the issues in an engaging and relevant manner
- Include links to where people can learn more or act more
- Keep postings short and to the point, do not use large images or files that will take a long time to load
- Ask staff to participate online to generate interest
- Include clear instructions for any requests for action

Source: Tools and Tips for Effective E-Activism, Amnesty International
Discussion
Campaign Planning
INSTIGATE Model Tips for Activism Campaigns

- Ensure it is do-able and winnable
- Work with like-minded allies on campaign activities
- Go directly to the person who can make the changes happen
- Give activity participants a next step for action
Consider:

- What do you want the campaign to eliminate?
- What is the at the root of the problem?
- What specific action will create change?
Analyze Relevant Legislation
As part of identifying the issue consider:

1. What laws are in place that perpetuate gender inequity or allow gender discrimination or violence to take place with impunity?
2. What laws are required to allow authorities to most effectively prosecute perpetrators of SV/IPV?
3. Are there effective mechanisms for investigating acts of SV/IPV?
4. What protection is available for victims of SV/IPV?
5. What access do victims have to appropriate treatment, protection and redress? Is the treatment available regardless of the victim’s social, economic or citizenship status?
Analyze the context in which the campaign will be operating.

1. What are the key factors that will affect the way you choose your objectives and position your campaign?

2. Consider how economic, social, cultural, political and legal trends in your community are impacting on the reality and perception of women, human rights and violence.
Set Objectives: SMART Goals

- **S**pecific
- **M**easureable
- **A**ttainable
- **R**ealistic
- **T**ime-bound
The mapping analysis will influence the following areas:

1. What is the objective you think will most improve the situation in your community at present?
2. What change do you realistically hope to make?
3. Which opinion-formers and decision-makers will you target?
4. What is the “mood” of the campaign?
Developing a Strategy

- Situation Analysis
- Objectives
- Tactics
- Action Plans
- Action
- Evaluation
**Situation Analysis:** What are our strengths and weaknesses? What external factors affect our work?

**Objectives:** What can we realistically hope to achieve? How will we measure whether we have succeeded?

**Tactics:** How can we achieve our objectives? Who should we approach? What techniques will be most effective?

**Action plans:** what do we need to do? Who will do it? When? How much will it cost?

**Action:** Do it! NB periodic reviews. How’s it going? Do we need to modify our plans?

**Evaluation:** Did we achieve our objectives? What went well? Less well? What have we learnt for next time?
Identify the critical steps/pathway in the campaign
Identify Target Audiences
Consider:

- Who has the power to make the changes that your objectives call for?
- Can you reach them directly? If not, who can?
- What is their current understanding of the legal situation and of the cultural construction of IPV/SV?
- What barriers or misconceptions do you need to address?
- What messages do you need to get across to inspire them to take the action you want?
- Who are the individual decision makers? Who holds the power to create change?
Determine an Approach for Each Audience
Influence Mapping

Key:
- Circle size = Overall influence
- Line direction = Effect of influence
- Line width = Strength of influence
Plan campaign activities
Select communication mediums

- Local papers
- Public meetings
- Internet
- Others
Develop products

- Website
- Leaflets
- Postcards
- Letters and emails
- Videos
- Radio spots
- A play
- Regular newspaper articles or guest blogs
- Car stickers
Monitor Change
and
Report Back
Discussion
Example of an opportunity

- The banning of jeggings, yoga pants and leggings in Devil’s Lake
Thank you for sharing your time with us!

Photo by: Howard Lake

For more information contact me:

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