

# WHAT ARE THE DIFFERENT CAMPAIGNING STRATEGIES?

There are lots of different strategic approaches that you can use in order to achieve your campaign objective(s). These can be a mixture of **advocacy, policy, public mobilisation** (online and offline), **strategic communications, partnerships**, and **research/data gathering**. There is no “one size fits all”; it will depend on your objectives, context and stakeholders.

On the next page, you’ll find cut-out cards tips for these different approaches for Girls Get Equal.

## LET’S START WITH THE BIG ONE: PUBLIC MOBILISATION

**Public mobilisation** is a set of activities that asks a community of people to **take action** for a specific outcome. It can take many forms, such as organising a rally, writing letters, signing petitions, and even holding celebratory parties.

Mobilisation is a set of activities that creates an **enabling environment** for decision makers to take on recommendations and policy positions – to make decisions for change and for good.



**START HERE**

Before you jump straight into these mobilisation activities, first ask yourself this question:

❗ **Is there already a supportive and organised community or network who we can mobilise?**  
*(Do they agree with our cause? Are they ready and willing to enthusiastically stand up with us?)*

**NO**

Ok, let's talk about organising a supportive community!

**KIND OF**

You might need to do some organising work before you mobilise...

**FIRST STEP:**

To mobilise a public, there needs to be a **supportive community** that is organised to take action. In some contexts, organising is often the precursor to mobilising.

Think of public mobilisation like **DRIVING A BUS**. Before you can drive the bus out onto the road, you need to ensure that all the parts function...

- Does the engine work? → *Is there existing people power and leadership?*
- Do the wheels turn? Is there enough fuel? → *Do people have motivations and capacities to take action?*
- Are the passengers on board? → *Are there enough members to engage?*

**YES**

Awesome! You can jump straight to tips on mobilisation (page 29).

**NOT YET**

You may need to look at the mechanics of the bus and focus on **organising** before you can put it in motion.

**YES**

Great! Then you can put your bus in motion (**mobilisation**) and drive off on your Girls Get Equal journey!

**COMMUNITY ORGANISING**

Sometimes, you might need to do a bit of both...  
*E.g. skills building workshops (organising) to prepare for street performance (mobilising)*

**PUBLIC MOBILISATION**



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## Here are some examples of tactics for organising vs. mobilisation:

### COMMUNITY ORGANISING

- Collecting a database of supporters e-mails\* (with their consent!)
- Building a highly-engaged social media audience and developing targeted Girls Get Equal posts

*\*Make sure you follow the relevant data privacy laws*

- Mapping your allies
- Holding deep conversations with individuals to build their awareness and desire to act (e.g. hosting meetings or public Q&A lectures to hear from experts)
- Building the skills and capacities of your supporters and partners to take action on Girls Get Equal (e.g. organising an event or workshop)

### PUBLIC MOBILISATION

#### ONLINE

- Social media challenges
- Twitter storms
- Online competitions
- Online petitions or letter writing
- Get the #GirlsGetEqual hashtag trending

#### OFFLINE

- Activism (crafting banners, street art)
- Performance theatre
- Protests and rallies
- Strikes
- Community marathons or sport events

Public mobilisation and community organising are closely related and are fundamental to the success of each other. To mobilise a public you require an organised community of individuals who are invested, passionate, and able to act. *(It is sometimes possible to mobilise people who haven't really engaged in your issue before using strong statistics and stories. However, you need to think carefully about why and how you would mobilise them).*

Depending on your context and stakeholders, your campaign approaches might focus more on organisation to build the **depth** of your public's participation or more on mobilisation tactics to expand the **breadth** of your public's participation.

**Go to page 43 for more practical ideas and actions to organise or mobilise your public around each of the Girls Get Equal demands, in your own context!**

## ANOTHER WAY TO THINK ABOUT IT...

## COMMUNITY ORGANISING

## PUBLIC MOBILISATION

Build leadership by transforming the motivations and capacities of members to take on activism and leadership	<b>HOW TO BUILD POWER</b>	Build membership by playing on existing motivations
Develop leaders to engage with more people	<b>HOW TO BUILD MEMBERS</b>	Identify and invite as many people as possible
Responsibility is distributed, actions are concentrated on building the capacity a smaller group of people	<b>STRATEGY</b>	Actions come from centralised group of people to a larger base of supporters
Depth of support	<b>RESULTS</b>	Breadth of support

## PUBLIC MOBILISATION

Whether you're mobilising online or offline, try to be targeted with who you mobilise. Ask yourself these questions:

- **Why are you mobilising people?**
- **Who are you mobilising?** This is your target audience. How will this group help you have influence?
- **Where are they** – what channels and platforms can you reach them on?
- **What messages will inspire them?** (See “[Tips for campaign messaging on Girls Get Equal](#)” on page 31)
- **Which ‘influencers’ are best to engage your target audience?** (E.g. could be social media influencers, celebrities)
- **What actions do you want people to take?** (See “[Ideas and actions](#)” on page 43)
- **What materials, digital content and merchandise do you need?**
- **What are the risks** of public mobilisation in your context? How can you mitigate?



## MORE STRATEGIC APPROACHES

Public mobilisation is an important strategic approach. **However, there are other approaches that are useful.** You will likely use a mixture of these for your Girls Get Equal campaign!

### ADVOCACY

- Analyse political environments
- Identify strategic targets to bring about change
- Engage and manage relationships with stakeholders
- Lobby policy- and decision-makers
- Use evidence and key facts from Girls Get Equal resources, research and policy analysis as the basis of advocacy
- Organise events, roundtables, workshops, festivals etc.

### BUILDING PARTNERSHIPS

- Collective action! Mutually harnessing the diverse resources and reach of all partners will maximise collective action for Girls Get Equal!
- Check out “How to work with others” on page 35.

### RESEARCH AND EVIDENCE

Girls Get Equal Activist Hub and Plan International’s State of the World’s Girls Reports provide you with thoroughly researched evidence and recommendations across all the Girls Get Equal demands:

- **FOR EQUAL POWER:** check out [Taking the Lead](#)
- **FOR EQUAL FREEDOM IN PUBLIC:** check out [Unsafe in the City](#)
- **FOR EQUAL FREEDOM ONLINE:** [coming 5 October 2020]
- **FOR EQUAL REPRESENTATION:** check out [Rewrite Her Story](#)

To gather more evidence on the Equal Power, Equal Freedom Online and in Public, and Equal Representation in your specific context, here are some research methods you can use:

- **EXISTING INFORMATION:** what’s out there already on the Internet, in academic, civil society or government reports etc.
- **CONSULT:** talk, talk to different people about your Girls Get Equal campaign demands – is it important to them? What are their ideas for change?
- **SURVEYS:** a quick way to gather data to support your demands
- **INTERVIEWS:** a valuable way to gather detailed personal insights and real-life stories
- **FACILITATE WORKSHOPS:** provide a safe and interactive space for dialogue, building relationships and awareness, and gathering detailed evidence and feedback.

### POLICY

- Understand and analyse relevant policy and legal frameworks that affect your Girls Get Equal campaign
- Research what policy and legal frameworks your decision-makers and target audiences are bound by
- What policy and legal frameworks need to be changed and how for the success of your Girls Get Equal campaign? (Consider local, national, regional and global levels)

