

TIPS FOR CAMPAIGN MESSAGING ON GIRLS GET EQUAL

EXERCISE: BUILDING YOUR PITCH

Use the following exercise to think through how you would communicate your Girls Get Equal campaign to others, and how you would convince them to support you.

SCENARIO:

Imagine you and your fellow activists have secured a meeting with your town mayor to ask them for local funds. They are a busy person. You have a limited amount of time to convince them to support your Girls Get Equal objective. You need to grab their attention and make a compelling case. Use the exercise below to think about how will you pitch this to them powerfully and concisely. Important to understand their position as well – have they been supportive in other ways? If so, you should recognise this, thank them for their support so far.

(A)
**STRUCTURE
YOUR PITCH**

(B)
**APPEAL TO
YOUR AUDIENCE**



(A) STRUCTURE YOUR PITCH

- 1 **What is your campaign about?**
State your campaign goal – what is the world you want to create?
- 2 **What needs to change and why is it so important?**
Situate your objectives within the wider context. It's important to express the moral urgency of your envisioned change here
- 3 **Why do they need to be involved?**
Why should they care? How are they affected?
- 4 **What has already been achieved?**
Examples of success stories and how they benefitted your target audience. This is a good place to plug in your key facts.
- 5 **What are the next steps?**
This is your call-to-action or your demand. What are your practical recommendations or actions for them to take? Be specific!

REMEMBER

Don't forget to practice, practice, practice! The key to a successful pitch is timing, body language and content. Practice in front of the mirror, with a friend or record yourself on a phone.

REMEMBER

DIFFERENT STAKEHOLDERS NEED DIFFERENT MESSAGES. Think about how you might tailor your messaging on each Girls Get Equal campaign demand depending on who you're engaging (e.g. friends, students, community leaders, politicians and ministers etc.) Always try to frame it in terms of their interests – why should they care? What's in it for them?

There are many other stakeholders to whom you can pitch your Girls Get Equal campaign. Refer back to the section on How to conduct an analysis of your Girls Get Equal context to remind yourself who you need to target.

A FELLOW STUDENT OR FRIEND

How does this issue impact their civic and political rights? How is this impacting their daily lives? How will joining your Girls Get Equal campaign benefit them?

A COMMUNITY LEADER

How will supporting your campaign benefit the community? How will your campaign contribute to the overall development and prosperity of the community? You might even consider, how will your campaign benefit the community leader/council itself?

A POLITICIAN OR DECISION-MAKER:

How will supporting your campaign advance their political agenda? How will this help them deliver their promises to the public? How will this help them uphold the national, regional and international policies and legal frameworks to which they are bound?

A PRIVATE COMPANY

How will supporting your campaign increase their profit margins? How will supporting your campaign help them to meet their corporate social responsibility (CSR) requirements?

HELPFUL TOOLS

Here are some great tools to help you pitch your Girls Get Equal campaign to others:

- The Story of Self, Us and Now is a time-tested storytelling tool for powerful and persuasive messaging. Here's a [worksheet](#) to help guide you.
- Here's a really useful article on how to create powerful messaging for campaigns.
- Check out this Girls Get Equal blog on how to communicate effectively.
- Check out MobLab's Campaign Accelerator resources for narrative building and pitching your campaign (pages 229-234).
- Plan International's Advocacy Toolkit pages 60-63.
- Pitching tools and public speaking tips on page 13 of FRIDA Resource Mobilisation Toolkit

(B) APPEAL TO YOUR AUDIENCE



THE HEAD

WHAT CAN CHANGE?

Deliver your key facts and stats. Tell them inspiring examples/ evidence of what is possible.

THE HANDS

WHY SHOULD THEY CARE?

Convey the moral urgency! What is the situation and what needs to change?

THE HEART

WHY SHOULD THEY CARE?

Convey the moral urgency! What is the situation and what needs to change?

TRY IT!

Using the Head, Heart and Hands tool, think about how you might communicate your Girls Get Equal campaign to your stakeholders that you identified earlier on page 23. This doesn't need to be longer than 1 page.

GIRLS GET EQUAL DEMAND: Freedom in Public
EXAMPLE STAKEHOLDER: Public transport operators
EXAMPLE COUNTRY: Malawi

HEAD: Did you know that X% of girls and young women experience sexual harassment on public transport in [your town/city] every day? [Insert your own case study or facts]...

HEART: Girls and women in Malawi are denied the space and opportunity to move in public without fear of harassment or violence. These girls and women are your customers, your sisters, aunts, cousins etc. [You could use quotes from girls and women or real-life examples here]. As custodians of this town/city, you could be champions of change – making the town/city safer for girls and women! In a safer town/city, everyone benefits...

HANDS: In cities like Lilongwe, there are examples of public transport operators (e.g. bus drivers) who have formed ally-ship collectives with each other to call-out sexual harassment and report perpetrators to local authorities #NotOnMyBus. Transport providers who are part of these collectives witness more girls and women using their services because they feel safer. As a result, we see reports of increased profit for those transport providers and reports of girls and women feeling safer. We want to partner with you to form such an ally-ship collective! Are you with us?

PRINTABLE TEMPLATE



TIPS FOR STRATEGIC COMMUNICATIONS

First, ask yourself these questions:

- Why are you communicating with people? Is it to mobilise the public? To raise awareness? To pressure a target?
- Who is your target audience? How well informed are they about your cause? What techniques will capture their attention?
- What channels are they on? What communication or media platforms have the widest reach within your context – this could include:
 - Social media platforms like Twitter, Instagram, TikTok, YouTube or Facebook
 - Radio or podcasts
 - Traditional media like print or television

Now, here are some methods you might consider:

- Sharing or posting strong-evidence based stories, blogs, infographics, videos. Or creating engaging TikToks, Snapchats and Instastories.
- Radio or podcasts might be more effective in some contexts.
- You might consider partnering with other activists, groups or networks who already have strong communication outreach.
- For advice on using the media, what makes a good story and how to get noticed, check out pages 112-123 of [Plan International's Advocacy Toolkit](#)

Check out the [Girls Get Equal Activist Hub](#) for tips and tools!

FREE TOOLS FOR CREATIVE COMMUNICATIONS

CANVA [CANVA.COM](#)

Canva's drag-and-drop features and professional layouts lets you to easily design stunning graphics and documents.

ACTIONSPROUT [ACTIONSPROUT.COM](#)

Facebook tools for nonprofits

STORIFY [STORIFY.COM](#)

Social network service that lets you create stories or timelines using social media like Twitter, Instagram and Facebook.

HOOTSUITE [HOOTSUITE.COM](#)

A social media management system.

PICMONKEY [PICMONKEY.COM](#)

User-friendly photo editing platform that enables you to embed text upon photos, apply watermarks and create photo collages.

MAILCHIMP [MAILCHIMP.COM](#)

E-mail marketing management service.

BUFFER [BUFFER.COM](#)

Schedule, publish and analyse all your social media posts.

VIVAVIDEO PRO [VIVAVIDEO.TV](#)

A video editor that enables easy trimming and merging of video clips and into video stories with music, stickers, filters and subtitles.

STATISTA [STATISTA.COM](#)

A searchable portal to multiple statistics databases all over the world.

WEVIDEO [WEVIDEO.COM](#)

User-friendly, cloud-based video editing platform with advanced tools, such as animation, voice over, and clip transformation.

EVENTBRITE [EVENTBRITE.COM](#)

Event and ticket management tool.

WETRANSFER [WETRANSFER.COM](#)

Share large files and documents with others.

HOW TO WORK WITH OTHERS

Girls Get Equal runs on the power of collective action of diverse, girl- and youth-led movements for gender equality!

Based on the stakeholders you've already identified for your Girls Get Equal campaign above, you can think about how you might create alliances or partnerships with those who share your vision or goals.

Collaboration, networking and a large supporter base increases your chances of achieving your campaigning objective.

REASONS TO BUILD PARTNERSHIPS WITH OTHER

- Share skills, resources, knowledge and experience from diverse people. *They may have something you need and you may have something to offer them.*
- Pool your financial and human resources.
- Reduces chances of duplication or competition in your local context.
- Safety and strength in numbers.
- Enhances the credibility and power of your Girls Get Equal campaign.

WHO CAN YOU PARTNER WITH?

Depending on your context and goals, strategic collaborations could be with peer youth groups or organisations, civil society organisations, local or national governments, local or national NGOs, UN bodies or even private businesses.

IDENTIFY YOUR ALLIES

Do some research on other groups, networks and/or organisations who share your vision and campaign goal. Reach out (if it is feasible and safe to do so) and decide how best to work together!

- **HOW TO MAP YOUR NETWORKS (AND POTENTIAL COLLABORATION INITIATIVES)**
 - Plan International's toolkit for Diverse and Empowered Girls..... **PAGE 128**
 - FRIDA Young Feminist Fund's Resource Mobilisation Toolkit for Girls, Young Women and Trans Youth **PAGE 16**
- **GENERAL ADVICE ON BUILDING ALLIANCES AND PARTNERSHIPS**
 - Plan International's Advocacy Toolkit..... **PAGES 111-112**
- **SOME ETHICAL CONSIDERATIONS**
 - Plan International's Advocacy Toolkit..... **PAGES 113**

HOW CAN YOU PARTNER WITH THEM?

Plan International's toolkit for Diverse and Empowered Girls provides some helpful activities on this!

- How to map each other's skills and strengths, and divide tasks **PAGES 90-93**
- Activities for how to find and collaborate other activists, groups and networks..... **PAGES 123-126**
- Activity to brainstorm collaboration initiatives..... **PAGES 131- 132**

FRIDA's Resource Mobilisation Toolkit for Girls, Young Women and Trans Youth has activities for:

- Understanding relationships, patters and distribution of resources **PAGES 17-18**
- Approaches to create your desired network..... **PAGES 19-20**

REMEMBER

No matter who you partner with, it is very important to **set clear and defined roles and responsibilities** between you and your partner(s) at the start! Who will be responsible for doing what and by when? Make sure you document this in a written agreement (this can be as simple as an e-mail or a 1-page paper).



OTHER TOOLS

- Want to join the International Feminist Network? <https://feministnetworkproject.wordpress.com/>
- Plan International's **How to Network Safely**
- Go to pages 11-14 for **7 Key Steps for Managing Partnerships**
- Let your local Plan International office know about your Girls Get Equal campaign: <https://plan-international.org/where-we-work>
- Go to page 67 in the **Girls Advocacy Alliance Toolkit**

