

# HOW TO MANAGE RISKS TO YOURSELF, OTHERS AND YOUR CAMPAIGN

All campaigns will face risks – especially working on gender equality and girls' rights due to the varying degrees of resistance and backlash. The important thing is to identify the risks in advance and plan for how to avoid them if you can – or how to manage them if risks turn into realities.

Some examples of risks your Girls Get Equal campaign face might be:

- Lack of sustainable funding, long-term for activities and tactics.
- Resistance from government stakeholders, traditional leaders or local communities.
- Lack of clear roles and responsibilities defined within your campaign.

A simple way to think about the risks you, others and your campaign might face is to roughly divide these into two categories: **INTERNAL** and **EXTERNAL**.

## QUICK TIP

**Collaborating with partners and key allies** can help to add power behind your campaign efforts and reduce risks



## Here's a tool to help you think through some of these risks and how to manage them:

RISK DESCRIPTION	HOW WILL YOU AVOID OR MANAGE THIS RISK?
Verbal or physically harassment from groups who oppose gender equality.	How would you avoid this risk?
Mismanagement of our funds	Learn from resources in "How to fundraise effectively and sustainably" on page 40 Consult and learn from others
Exhaustion and burn out	Learn from resource in "Self-love and collective self-care" on page 39
Write your own...	...

## Ask yourself these questions:

### INTERNAL

- Are all campaign members aware of the measures to keep themselves and others safe and of existing protections (e.g. helplines, community safe-havens, and local police – if trusted)?
- Are there specific risks that girls or young women in the group might face because of their gender? Are there other people in the group who may face risks e.g. LGBTIQ+ members, those with disabilities?
- Are there enough resources/funds to undertake campaign actions?
- Have key stakeholders and partners been included in preparation and risk identification meetings?

### EXTERNAL

- What potential backlash or resistance might there be to our campaign (at local, district, community or national levels)?
- What kinds of discrimination or violence exist that are barriers/threats to our target group's active participation?
- How might this discrimination or violence escalate if there is resistance to their empowerment, civic action or rejection of social norms?

## HELPFUL TOOLS

- Risks we face as activists (and how to avoid them):  
Diverse and Empowered Girls Toolkit ..... **PAGES 105-108**
- Managing risks:  
Plan International's Advocacy Toolkit ..... **PAGES 68-69**
- Girls Advocacy Alliance Toolkit ..... **PAGES 48-49**

PRINTABLE TEMPLATE



## RISK MANAGEMENT

Here's a tool to help you think through some of these risks and how to manage them

Print and use this template. Guidance: "How to manage risks to yourself, others and your campaign" on page 37

RISK DESCRIPTION	HOW WILL YOU AVOID OR MANAGE THIS RISK?



**GIRLS  
GET EQUAL**

**FULL VERSION OF THE YOUTH TOOLKIT FOR GIRLS GET EQUAL**

**[HTTPS://PLAN-INTERNATIONAL.ORG/GIRLS-GET-EQUAL/YOUTH-TOOLKIT](https://plan-international.org/girls-get-equal/youth-toolkit)**