



Let's get to work:

# CAMPAIGNING BASICS

# WHAT ARE THE KEY ELEMENTS OF A CAMPAIGN?

## COMMITTED CO-LEADERS

People to coordinate the campaign strategy and delivery of activities!

## A VISION

Girls Get Equal envisions a world where girls and young women – in all their diversity – are equally able to make decisions about their own lives and shape the world around them. We envision a world that acknowledges our power, voice and leadership as girls and young women. A world where we are equally seen, heard and valued and are able to speak up, live freely and act.

## A GOAL

This is what you ultimately want to achieve through your campaign. The three goals of Girls Get Equal are the campaign demands: Equal Power, Equal Freedom in public and online, and Equal Representation.

## REMEMBER

Always make sure your goal is strong and engaging enough to motivate and mobilise your target audiences to take action!



## AN OBJECTIVE

What do you want to change? This is what specifically your campaign will contribute to this goal. Your objective is the concrete thing you are trying to achieve. Some examples of this are:

- A policy change
- A change in law
- A budget commitment
- New services to ensure girls' and young women's safety on public transport
- Anything you think will make real change for girls and young women.

Your objective is something **Specific**, **Measurable**, **Achievable**, **Realistic** and **Time-bound (SMART)** that you think will have real impact for girls and young women.

### REMEMBER

Many young activists tell us, "Look, great laws and policy frameworks already exist...the problem is that they are not being implemented!" In many contexts around the world, this is the case. Often power-holders do not have political will, training, budget or capacity to implement laws and policies. Of course, this is very frustrating. In this case, a change in policy or law may not be the most strategic objective for your campaign. Instead, your objective might be focused on making sure they implement the policies and laws in existence (e.g. by committing budget or setting up a new community service).

## WHO DO YOU NEED TO INFLUENCE?

Think about whose mind or actions you need to change to achieve your objective? This could be decision-makers, politicians, traditional leaders, private sector companies, media and entertainment bodies, civil society or your peers.

## WHO ARE YOUR STAKEHOLDERS AND TARGET AUDIENCES?

Think about who you will engage to influence your decision-makers and who is directly affected by your campaign. "Stakeholder analysis" on page 23: how to map who is important to your campaign will provide some useful tools to identify these.

## TACTICS AND ACTIVITIES!

There is a wealth of effective and exciting tactics that you could use to campaign on Girls Get Equal, these include:

- Strategic communications
- Gathering data and research
- Lobbying your government
- Public mobilisation (online and offline)
- Building partnerships and coalitions with other likeminded people, groups, networks or organisations
- Fundraising activities

### REMEMBER

In some contexts, especially those that are politically restrictive, tactics like public mobilisation can be challenging or unsafe. "How to conduct an analysis of your Girls Get Equal context" on page 23 will help to assess what tactics and activities might be the most strategic, safe and effective in your particular community, country or region.

## TAILORED MESSAGING

The way you “sell” or communicate your campaign will vary depending on the audience. Think back to (a) who you want to influence (i.e. the decision-makers) and (b) your stakeholders. With certain audiences such as partners, allies or other stakeholders who are “on-board” with your campaign, you might be more bold and confrontational in your messaging. At the same time, for stakeholders from whom you anticipate a bit of resistance, you might soften your language and frame your messaging in terms of how your campaign ultimately benefits or accelerates their interests.

Plan International’s resources provide key messaging and examples, but you should feel free to adapt this to your context and shape the language and framing in a way that you believe will receive the most positive outcome.

“Tips for campaign messaging on Girls Get Equal” on page 31 provides some guidance.

## MANAGING RISKS

No matter how exciting your campaign is, it’s always important consider the risks, who might be affected and how to manage those risks. “How to manage risks to yourself, others and your campaign” on page 37 will be useful to think through this key topic.

## MONITORING SUCCESS

How will you ensure your campaign’s success? Throughout your campaign, it’s important to constantly track whether your tactics and activities are having the intended influence.

## FUNDRAISING EFFECTIVELY AND SUSTAINABLY

Fundraising is crucial for a campaign’s success but it can be tricky, especially if your group or organisation is informal or unregistered. We’ve got some tips and advice for you on “How to fundraise effectively and sustainably” on page 40!

## HELPFUL TOOLS

### Here are some great toolkits to take you through the process:

There are so many campaign toolkits that exist already. You can use these to take you through the steps of designing a campaign. The next few pages gives some tips and recommendations from a Girls Get Equal perspective. We hope you find them useful!

- Beautiful Rising’s Toolbox gives you 70+ time-tested guidelines for how to design successful campaigns or visit: <https://beautifulrising.org/type/principle>
- Click here to see stories by Beautiful Rising of memorable campaigns analysing what worked and what didn’t...and why! Or visit: <https://beautifulrising.org/type/story>
- Plan International’s Advocacy Toolkit or visit: <https://bit.ly/3aBsPvL>



# HOW TO DEVELOP CAMPAIGN OBJECTIVES

Once you've identified which Girls Get Equal campaign goal you want to focus on (**Equal Power**, **Equal Freedom Online/in Public** and/or **Equal Representation**), now it's time to think about what specific concrete thing you want to achieve! This is called a campaign objective.

**Your Girls Get Equal campaign objective(s) could be, for example:**

**A POLICY CHANGE** e.g. for your government to introduce a gender quota to increase the representation of young women in parliament.  
**Equal Power**

**A CHANGE IN LAW** e.g. for it to become illegal for advertising companies to promote sexist stereotypes.  
**Equal Representation**

**A BUDGET COMMITMENT** e.g. for the Ministry of Education to fund a new national curriculum for girls to learn their digital rights online. **Equal Freedom Online**

**A CHANGE IN LAW** e.g. for your local Mayor to set up a safe and confidential hotline for girls and young women who have experienced public harassment to access support.  
**Equal Freedom in Public**



**Here are some activities to help you develop your Girls Get equal campaign objective(s):**

- Beautiful Rising: [how to develop SMART objectives](#)
- The Change Agency: [SMART objective writing](#)

There are endless possibilities of what your Girls Get Equal campaign objective(s) might be. But, ideally, it needs to be **SMART**...

### SPECIFIC

Some questions that can make your objective more specific are:

- ❓ What exactly are we hoping to achieve?
- ❓ Why is this important?
- ❓ What are the benefits to reaching this goal?

### MEASURABLE

Some of the questions that can help with this are:

- ❓ How will we know that the change has happened?
- ❓ What are the indicators of success?
- ❓ How will we measure these indicators of success?

### ACHIEVABLE

Consider the following questions:

- ❓ Has anyone ever done this successfully?
- ❓ Is this possible in the deadline we have set?
- ❓ What factors might restrict success? e.g. (political, cultural, logistical)

### REALISTIC

You should consider these factors:

- ❓ Is this objective aligned with your group's mission and vision?
- ❓ Are any ethical principles jeopardized by this objective?
- ❓ Are there enough resources available?

### TIME-BOUND

Try using questions such as:

- ❓ Is there a window of opportunity within which we need to act? (e.g. before the next election, board meeting, etc.)
- ❓ When will this objective be reached?

## Here some examples of what a poor objective vs. a SMART objective looks like ...

### IF YOU ARE CAMPAIGNING ON EQUAL POWER...



POOR: We want to increase women's political representation in local government.



SMART: **By 2025**, we want our local government to **fund and deliver leadership programmes** for all girls **aged 10 – 15** in **our municipality**.

### IF YOU ARE CAMPAIGNING ON EQUAL FREEDOM IN PUBLIC...



POOR: We want to stop the street harassment of girls and women.



SMART: **By 2022**, we want **all major public transport services in our city** to have a **reporting mechanism** for the harassment and abuse of girls and young women.

### IF YOU ARE CAMPAIGNING ON EQUAL FREEDOM ONLINE...



POOR: We want to end cyber-bullying of girls and young women on social media.



SMART: **By 2023**, we want **a new law** that holds social media companies to account for **hosting abusive and illegal content**.

### IF YOU ARE CAMPAIGNING ON EQUAL REPRESENTATION...



POOR: We want to stop the promotion of harmful stereotypes on TV.



SMART: **By 2024**, we want the **top advertising companies in our country** to be banned from using and promoting sexist stereotypes in any content.

# HOW TO CONDUCT AN ANALYSIS OF YOUR GIRLS GET EQUAL CONTEXT

Once you know WHAT you want to change, you must think about WHO can make that change happen. It's time to map your stakeholders. Who do you need to influence? And who else will you partner with to influence them?

The next step in your Girls Get Equal campaign is to understand and map out two main things: STAKEHOLDERS and SYSTEMS that have power over that issue.

## STAKEHOLDERS

Identify the key actors in your context who have power over your issue or are affected by it – including key organisations, networks, activists, decision-makers, political parties media bodies, private companies etc. Are they opponents or supporters of your Girls Get Equal campaign issues?

To map out WHO you should focus your energy on (who do you want to influence or partner with to achieve your Girls Get Equal campaign?), try this simple activity.

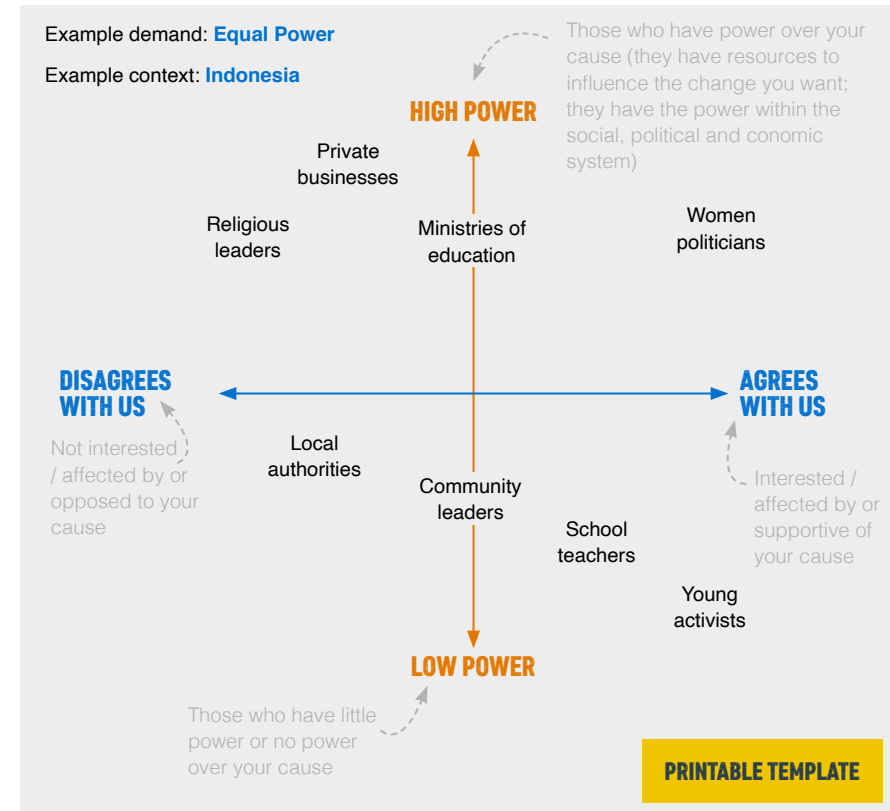
### REMEMBER

As you go through these activities, keep in mind:

1. Which Girls Get Equal campaign demand will you focus on?
2. What is your vision and objectives?

## ACTIVITY 1: STAKEHOLDER MAPPING

Plot who has a stake in your Girls Get Equal campaign.



Now that you've identified your stakeholders, see how they fit into the activity table below to determine which stakeholders you will focus your energy and resources on and what strategy you can use for how you might target them.

## ACTIVITY 2: WHICH STAKEHOLDERS WILL YOU TARGET AND HOW?

	AGREES WITH US	DISAGREES WITH US
HIGH POWER	<p><b>STRATEGY: INFLUENCE</b></p> <p>Consult them directly or speak to experts/ research to discover what influences their decision-making. Lobby this group to make decisions that support your campaign.</p> <p><i>Examples: policy-makers, local-decision makers, private companies, media</i></p>	<p><b>STRATEGY: SATISFY</b></p> <p>It can take a lot of resource and energy to engage with this group. Sometimes, it can be very strategic to directly influence this group. Sometimes, it might be too risky or not worthwhile. Research the position of these stakeholders as your campaign progresses.</p> <p><i>Examples: religious institutions, some media, some NGOs</i></p>
LOW POWER	<p><b>STRATEGY: COLLABORATE, CONSULT AND INVOLVE</b></p> <p>Those who are the most affected by what your campaign is trying to change will be in this category. This is your target group to organise or mobilise for people power!</p> <p><i>Examples: Girls and young women in your local community, fellow activists, schools/ teachers</i></p>	<p><b>STRATEGY: MONITOR</b></p> <p>It's probably not worth your energy and time to target this group. They're not interested and they have no power to influence your issue. This is a low priority group. Nonetheless, you should monitor their position and ability to impact your campaign periodically. You could involve if they add value and if you have the extra resources/time to do so.</p> <p><i>Examples: local businesses affected by your campaign</i></p>

[PRINTABLE TEMPLATE](#)

## HELPFUL TOOLS

### Click on these tools to guide your stakeholder analysis:

- Stakeholder analysis or visit: <https://bit.ly/2UwyC01>
- Power mapping or visit: [beautifulrising.org/tool/power-mapping](https://beautifulrising.org/tool/power-mapping)
- Peel the onion or visit: [beautifulrising.org/tool/peel-the-onion](https://beautifulrising.org/tool/peel-the-onion)
- Spectrum of allies or visit: [beautifulrising.org/tool/spectrum-of-allies](https://beautifulrising.org/tool/spectrum-of-allies)





## SYSTEMS

You will also need to analyse Political, Economic, Social/cultural/religious, Technological, Legal and Environmental (or PESTLE) factors that have influence in your context. This includes trends, social, cultural or religious barriers/enablers, policy and legal frameworks, and opportunities or challenges to advance your Girls Get Equal campaign in your specific context.

### Use these tools to guide your systems analysis:

- PESTLE Tool by UN Women or visit: <https://bit.ly/2Js2S65>
- Problem Tree Analysis by WeRise ([werise-toolkit.org](http://werise-toolkit.org)) or visit: <https://bit.ly/2UPTnCQ>
- Systems Mapping Tool by MobLab ([mobilisationlab.org](http://mobilisationlab.org)) or visit: <https://bit.ly/2JrSr2e>

### Here are some more really useful tools by Beautiful Rising ([beautifulrising.org](http://beautifulrising.org)):

- SWOT analysis or visit: [beautifulrising.org/tool/swot](http://beautifulrising.org/tool/swot)
- Pillar of power or visit: [beautifulrising.org/tool/pillars-of-power](http://beautifulrising.org/tool/pillars-of-power)
- Points of intervention or visit: [beautifulrising.org/tool/points-of-intervention](http://beautifulrising.org/tool/points-of-intervention)
- Click here to see Beautiful Rising's big picture ideas that help us understand the world. Or visit: [beautifulrising.org/type/theory](http://beautifulrising.org/type/theory)

# 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.

**YES**

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

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?



**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**



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

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!

### 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



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

PUBLIC MOBILISATION

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

- 1 Why are you mobilising people?
- 2 Who are you mobilising? This is your target audience. How will this group help you have influence?
- 3 Where are they – what channels and platforms can you reach them on?
- 4 What messages will inspire them? (See "Tips for campaign messaging on Girls Get Equal" on page 31)
- 5 Which 'influencers' are best to engage your target audience? (E.g. could be social media influencers, celebrities)
- 6 What actions do you want people to take? (See "Ideas and actions" on page 43)
- 7 What materials, digital content and merchandise do you need?
- 8 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, 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)

# 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](https://canva.com)  
Canva's drag-and-drop features and professional layouts lets you to easily design stunning graphics and documents.

**ACTIONSPROUT** ..... [ACTIONSPROUT.COM](https://actionsprout.com)  
Facebook tools for nonprofits

**STORIFY** ..... [STORIFY.COM](https://storify.com)  
Social network service that lets you create stories or timelines using social media like Twitter, Instagram and Facebook.

**HOOTSUITE** ..... [HOOTSUITE.COM](https://hootsuite.com)  
A social media management system.

**PICMONKEY** ..... [PICMONKEY.COM](https://picmonkey.com)  
User-friendly photo editing platform that enables you to embed text upon photos, apply watermarks and create photo collages.

**MAILCHIMP** ..... [MAILCHIMP.COM](https://mailchimp.com)  
E-mail marketing management service.

**BUFFER** ..... [BUFFER.COM](https://buffer.com)  
Schedule, publish and analyse all your social media posts.

**VIVAVIDEO PRO** ..... [VIVAVIDEO.TV](https://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](https://statista.com)  
A searchable portal to multiple statistics databases all over the world.

**WEVIDEO** ..... [WEVIDEO.COM](https://wevideo.com)  
User-friendly, cloud-based video editing platform with advanced tools, such as animation, voice over, and clip transformation.

**EVENTBRITE** ..... [EVENTBRITE.COM](https://eventbrite.com)  
Event and ticket management tool.

**WETRANSFER** ..... [WETRANSFER.COM](https://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, patterns 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](#)

# 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 <a href="#">fundraise effectively and sustainably</a> " on <a href="#">page 40</a> Consult and learn from others
Exhaustion and burn out	Learn from resource in "Self-love and <a href="#">collective self-care</a> " on <a href="#">page 39</a>
Write your own...	...

PRINTABLE TEMPLATE

## 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**

# SELF-CARE AND COLLECTIVE CARE

## HOW TO AVOID BURN OUT

Another major risk from campaigning is the risk to your own wellbeing. There's no doubt about it: campaigning for gender equality can be stressful and exhausting at times. The political is personal. Taking care of our bodies and minds is very important. So is taking care of each other. Supporting our individual and collective wellness through acts of self-love and self-care will help us to overcome physical, emotional and mental challenges that come with the job of gender equality campaigning.

Self-care as an activist should be built in as a practice. In this section are some tips and resources to help you on your way.

**START HERE:** Use FRIDA Young Feminist Fund's tool to develop your own self-care plan!

### INTERSECTIONAL FEMINISM

Depending on our identity characteristics (e.g. gender, age, sexual orientation, race, ethnicity, religion, language, ability, socioeconomic background, rural/urban livelihood etc.) we will all experience different and multiple forms of discrimination and challenges depending on our context.

**READ THIS:** Check out Phuong Anh's (23, Vietnam) blog on [How to be an intersectional feminist](#) or visit Plan International's Activist Hub.

**IF YOU'RE EVER OVERWHELMED** or need some creative inspiration, check out these awesome feminist self-care accounts on Instagram:

- 📷 Hannah Daisy, Queer artist and mental health advocate: [@makedaisychains](#)
- 📷 Feminist Voice: [@feministvoice](#)
- 📷 Ashley Lukashevsky, Hawaiian feminist illustrator and Civic Media fellow: [@ashlukadraws](#)
- 📷 Caitlin Blunnie, Feminist artist and graphic designer for Marie Stopes International: [@liberaljane](#)
- 📷 Kruttika Sursala, Graphic designer for gender, equality and girls' rights using satire and humour: <http://kruttika.com/>
- 📷 Handsome Girl Designs, Feminist self-care illustrator: [@handsomegirldesigns](#)
- 📷 Morgan Harper Nichols, Self-care advocate of colour: [@morganharpernichols](#)

### LEARN FROM OTHERS:

- Luchadoras on digital self-care: <https://luchadoras.mx/internet-feminista/>
- Learn from the girls in Peru who are building self-love through [Love Yourself Art Therapy](#)
- Adrienne Mishler's [self-care for young activists and yoga](#)
- [Five ways to practice self-care as a gender equality activist](#)
- Sorority sisterhood and self-care: pages 31-40 in [Diverse and Empowered Girls Toolkit](#)



# HOW TO FUNDRAISE EFFECTIVELY AND SUSTAINABLY

Fundraising for a campaign can be tricky, especially if your group or organisation is informal or unregistered. But you can get creative! Here are some helpful tips and resources on who to target, what funders look for and how to raise your own funds!



Check out Plan International's **EQUALITY ACCELERATOR** to find funding opportunities, tips and tools: <https://eacolectiva.org/>

## FINDING FUNDERS

**Who can you target for funding?** Funding can come from a variety of different sources. These could be grant funders or individual donors. Here are some examples:

- Small trusts and foundations
- International NGOs
- Local NGOs and CSOs
- Embassies and consulates
- International multilaterals (e.g. UN or EU agencies)
- Corporates, businesses and brands
- The community with giving circles and community fundraising
- Local / municipal government budget for youth / children's activities

To find potential funders in your region, check out pages 47-52 of FRIDA's **Resource Mobilisation Toolkit for Girls, Young Women and Trans Youth**

Who can fund your girls- and women's-rights work? AWID's **Feminist Donor List**

Click here for a **list of 70+ global and regional funders for gender equality**

## AMAZING TOOLKITS FOR RESOURCE MOBILISATION & FUNDING

- FRIDA's **Resource Mobilisation Toolkit for Girls, Young Women and Trans Youth** has pretty much everything you need to gather resources and funds for Girls Get Equal!
- **Global Fund for Women's Fundraising Handbook** is an excellent guide on fundraising basics and strategies, and on how to pitch to donors.

## IDEAS FOR HOW TO RAISE YOUR OWN FUNDS

- Alternative funding ideas [LINK]
- Fundraising activities: page 98-99 in **Diverse and Empowered Girls Toolkit**
- Seeking support for your work: pages 94-97 in **Diverse and Empowered Girls Toolkit**
- Recorded webinar on **how to unlock more funding for youth organising** (in English)

## HOW TO MANAGE FUNDS

- **Fund management checklist** (CompassPoint)
- Recorded webinar training on **grassroots fundraising and building independent funds** (in English)
- **Youth Organising Financial Template** (Funders' Collaborative for Youth Organising)
- **How to strengthen financial management** (Wallace Foundation)
- What to do if you think you need to registered: pages 100-104 in **Diverse and Empowered Girls Toolkit**

# REFLECTION AND LEARNING

## HOW TO MONITOR AND EVALUATE YOUR CAMPAIGN

How do you know if your campaign is successful? It's important to keep an eye on whether your campaign is having the desired impact. With your group, try the activities in these toolkits to monitor your progress and impact:

- Plan International's Advocacy Toolkit..... PAGES 70-73
- Girls Advocacy Alliance Toolkit..... PAGE 50
- Diverse and Empowered Girls Toolkit..... PAGES 111-117

### WHAT TO MONITOR AND EVALUATE:

- ❓ Did the actions get a reaction?
- ❓ Did the reaction achieve a result?
- ❓ Did this result help you achieve your objectives?
- ❓ What worked and what didn't? And why?
- ❓ Were there any unexpected outcomes or factors?

### QUICK TIP

Make monitoring easy by using methods that are not time-consuming and by involving a diverse group of others who will benefit from the campaign.

### HERE ARE SOME USEFUL WAYS TO GATHER EVIDENCE

- Surveys
- Evaluation forms
- Statistics
- Impressions or observations from people involved
- Consultations
- Audits
- The media
- Internet and social media

### REMEMBER

Live and learn: Don't worry if things don't work out in the beginning! That's normal. Achieving systemic change is a long, non-linear process. Very few strategies work instantly as planned the first time. It's all about reflecting, reviewing and tweaking your plans and learning from mistakes that will eventually set your campaign up for long-term success.

**FAILURE** IS NOT FALLING DOWN.  
IT IS **STAYING DOWN.**



**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)**