



Until we are all equal

# Toolkit For Youth Campaigners



# HEY!

**WHAT IS THIS TOOLKIT FOR?** Use this toolkit to design and implement your own campaigns for girls' leadership and power in your own context.

**WHO IS THIS TOOLKIT FOR?** This toolkit is for all of us – you, me, your friends, your neighbour! It was designed with us. It's for anyone who wants to create a world where girls, young women and other marginalised identities have the power, freedom and representation to make decisions and shape the world around them, as equals. Youth activists are not just the future. We are also the present. And we won't stop until we are all equal.

We didn't want to recreate the wheel by making another long toolkit. Rather, we wanted to share resources and tools that are already out there. So, we've included external resources, websites and webinars from other organisations. They are fully credited!

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## Section One

# Plan International's approach to campaigns

# IMPACT CAMPAIGN

Plan International defines their campaigns as a concerted effort to bring about positive change with decision-makers in order to reach a specific, defined and time-sensitive goal. It will not be one single action, but a combination of activities that integrate communications, advocacy and meaningful youth participation.

Natsumi, 16, takes boat ride along river in Loreto region in Peru  
© Plan International / Gina Rosas



## Our guiding principles

### 1) Impact-led

Impact campaigns should be driven by clearly defined goals and strategies, resulting in positive change by decision-makers. Impact campaigns support the delivery of your goals by seeking political, programmatic/policy, and social norms change.

### 2) Youth-centred

Young people like you are Plan's critical partners for achieving gender equality and we will always put them at the centre of our activism and campaigning.

### 3) Nationally led, globally connected.

Plan's campaigns will be driven by country level priorities and will champion locally-led action, delivering impact for girls in the communities and countries they live. We will use our position as a global organisation to connect our joint efforts for change, build global solidarity and share cross-regional learnings.

**We won't stop until we are all equal! Are you with us?**

# Boys and men as Allies

Girls and young women, in all their diversity, are at the forefront of driving Plan's campaigns. This is because they are the most impacted by gender injustices. However, boys and men are critical partners and allies. Boys and men are also negatively impacted by gender inequality – from the expectations placed on them to be tough, emotion-less, masculine and heterosexual to the social pressures to be successful breadwinners, physically dominant and “manly”. Without boys and men, we cannot create the gender equal world that Plan International envisions. In a gender equal world, everybody wins.

Boys and men, in all their diversity, have vital roles to play as change-makers and champions of gender equality. They have essential roles in engaging their peers in campaigns, challenging gender norms and helping to make space for girls' and young women's voices and leadership.

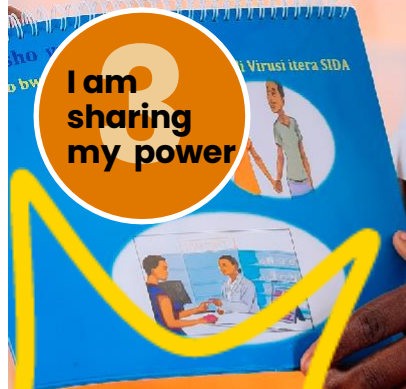
## 3 Ways To Describe Your Role

1  
I am an ally

2  
I am a partner

3  
I am sharing my power

### How Will You Share Your Power?



## Section Two

### Let's get to work: Campaign Basics



# Print and Cut Out!

This template will help you shape a campaign vision. Start by choosing the general theme for your campaign, analysing the current situation and describing the change you want to see going forward. In the next page you will find an example of how you can fill-in the template using the theme “Girls’ Leadership”.



(ENTER THEME HERE)

THE SITUATION

KEY FACTS



(ENTER THEME HERE)

THE CHANGE WE WANT

IMMEDIATE

LONG-TERM

WHO'S INVOLVED?



(ENTER THEME HERE)

## GIRLS' LEADERSHIP

Support girls and young women, in all their diversity, to become powerful leaders and participate in all decisions affecting their lives.

### THE SITUATION

Everywhere in the world, girls and young women are excluded from positions of power, leadership and decision-making processes.

### KEY FACTS

Globally, only 24% of parliamentary seats are held by women.

Less than 2% of the world's parliamentarians are under the age of 30.

Globally, 1 in 4 companies have no women in senior management roles.

A study of approximately 22,000 companies in 91 countries found that companies with female CEOs produce higher profits.

## GIRLS' LEADERSHIP

### THE CHANGE WE WANT

New pathways to power are embedded in institutions so that girls and young women are seen, heard and valued as leaders!

### IMMEDIATE

By 2026, we want to see girls and young women participating and have their priorities reflected in multiple political party manifestos within at least 5 countries and 1 global presidency

### LONG-TERM

'Nothing about her without her'. We will reform institutional processes and structures to ensure girls and young women always have a seat at the decision-making table.

### WHO'S INVOLVED?

Political decision-makers and powerholders at all levels – local, district, national, regional and global.

## GIRLS' LEADERSHIP

In 2022, there were 28 women heads of state or prime ministers across 193 countries

Only 21% of government ministerial posts were held by women

In 2022 a research was carried out on leadership ambitions and realities with over 29,000 girls and young women participating across 29 countries. The study found that 94% of respondents recognized significant barriers to their participation in politics, and globally, only 11% were generally happy with their political leaders' decisions on issues they care about.

For the full report and more key findings, check out our 2022 [Girls Get Equal: Equal Power Now Report](#).



# What are the key elements of a campaign?

## COMMITTED CO-LEADERS

People to coordinate the campaign strategy and delivery of activities!

## A VISION

A vision is your idea of a Utopia. It might sound silly to imagine an ideal world that doesn't exist, but the image of that world is the best way for you to make sure you share people in your organization or movement share values and vision of what you're trying to achieve. This helps when you're communicating with others about the world you hope to create through your campaign or community action. ([Activist Handbook](#))

## A GOAL

This is what you ultimately want to achieve through your campaign.

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



Global Young Influencers Workshop 2022© Plan International



## 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

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

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).

## A TARGET

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.

## ALLIES AND AUDIENCE

Think about who you will engage to influence your decision-makers and who is directly affected by your campaign. "[Stakeholder analysis](#)": 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 activate your campaign, 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

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 context](#)" 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

### 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”](#) 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

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 for you on [“How to fundraise effectively and sustainably”](#)

## 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 Plan International’s perspective. We hope you find them useful!

[Beautiful Trouble’s Toolbox](#) illustrates the key tactics, principles, methodologies, theories and stories that have inspired centuries of people-powered victories.

[Click here](#) to see stories by Beautiful Trouble of memorable campaigns analysing what worked and what didn’t...and why! Or visit:

<https://beautifultrouble.org/toolbox/story>

Plan International’s [Advocacy Toolkit](#) or visit:

<https://bit.ly/3aBsPvL>

# How to develop campaign objectives

Once you've identified which campaign goal you want to focus on now it's time to think about what specific concrete thing you want to achieve! This is called a campaign objective.

## Your 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.

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

**A CHANGE IN LAW** e.g. for the legal age of marriage to be raised to 18 years in your region.

**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.

Ines speaking at the Equal Power Now Campaign Launch in Brussels© Plan International



**Here are some activities to help to develop your campaign objective(s):**

Beautiful Trouble: [how to develop SMART objectives](#)

The Change Agency: [SMART objective writing](#)

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

**S** 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?

**M** 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?

**A** 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)

**R** 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?


**T** 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

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

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


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

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

 SMART: **By 2027**, we want our local government to **fund and deliver leadership programmes** for all girls **aged 10 – 15** in **our municipality**.

 SMART: **By 2027**, 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.

 SMART: **By 2027**, we want **a new law** that holds social media companies to account for **hosting abusive and illegal content**.

 SMART: **By 2027** 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 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 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 campaign issues?

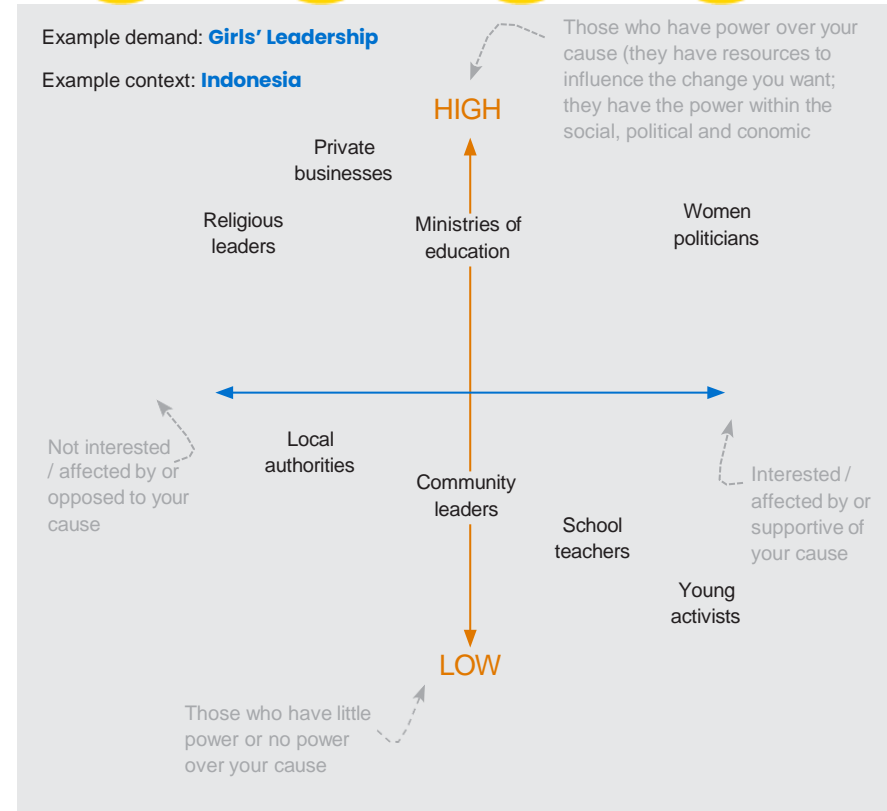
To map out WHO you should focus your energy on (who do you want to influence or partner with to achieve your campaign?), try this simple activity.

As you go through these activities, keep in mind:

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

## ACTIVITY 1: STAKEHOLDER MAPPING

Plot who has a stake in your 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>Examples: policy-makers, local-decision makers, private companies, media</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>Examples: religious institutions, some media, some NGOs</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>Examples: Girls and young women in your local community, fellow activists, schools/ teachers</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>Examples: local businesses affected by your campaign</p>

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

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

Poria, 16, and her friends on their way to play basketball © Plan International



## 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 campaign in your specific context.

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

[PESTLE Tool](https://bit.ly/2Js2S65) by UN Women or visit: <https://bit.ly/2Js2S65>

[Problem Tree Analysis](https://bit.ly/2UPTnCQ) by WeRise (werise-toolkit.org) or visit: <https://bit.ly/2UPTnCQ>

[Systems Mapping Tool](https://bit.ly/2JrSr2e) by MobLab (mobilisationlab.org) or visit: <https://bit.ly/2JrSr2e>

### Here are some more really useful tools by Beautiful Trouble ([beautifultrouble.org](https://beautifultrouble.org)):

[SWOT analysis](https://beautifultrouble.org/toolbox/tool/swot) or visit: [beautifultrouble.org/toolbox/tool/swot](https://beautifultrouble.org/toolbox/tool/swot)

[Pillar of power](https://beautifultrouble.org/toolbox/tool/pillars-of-power) or visit: [beautifultrouble.org/toolbox/tool/pillars-of-power](https://beautifultrouble.org/toolbox/tool/pillars-of-power)

[Points of intervention](https://beautifultrouble.org/tool/points-of-intervention) or visit: [beautifultrouble.org/tool/points-of-intervention](https://beautifultrouble.org/tool/points-of-intervention)

[Click here](#) to see Beautiful Trouble's big picture ideas that help us understand the world. Or visit: [beautifultrouble.org/toolbox/theory](https://beautifultrouble.org/toolbox/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.

## 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

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

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

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 campaign 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:**

**COMMUNITY ORGANISING**

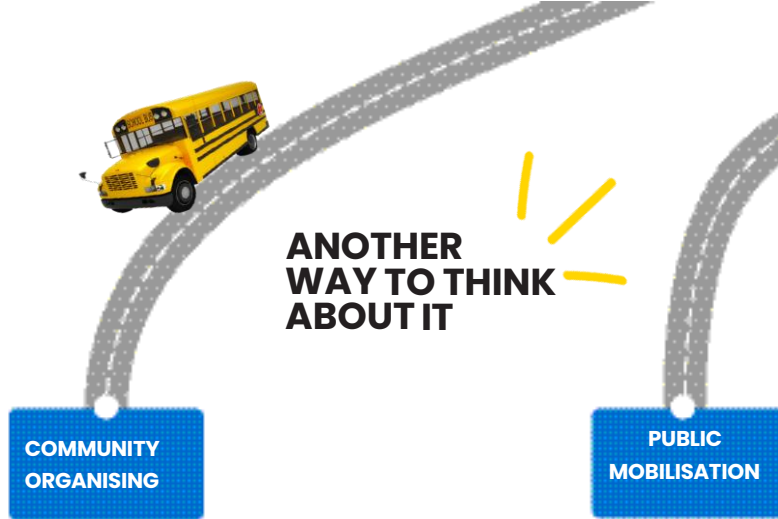
**PUBLIC MOBILISATION**

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.

<p>Collecting a database of supporters e-mails* (with their consent!)</p> <p>Building a highly-engaged social media audience and developing targeted posts</p> <p>*Make sure you follow the relevant data privacy laws</p>	<p>ONLINE</p>	<p>Social media challenges</p> <p>Twitter storms</p> <p>Online competitions</p> <p>Online petitions or letter writing</p>
<p>Mapping your allies</p> <p>Holding deep conversations with individuals to build their awareness and desire to act (e.g. hosting meetings or public Q&amp;A lectures to hear from experts)</p> <p>Building the skills and capacities of your supporters and partners to take action (e.g. organising an event or workshop)</p>	<p>OFFLINE</p>	<p>Artivism (crafting banners, street art)</p> <p>Performance theatre</p> <p>Protests and rallies</p> <p>Strikes</p> <p>Community marathons or sport events</p>





## **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?**
- **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?**
- **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 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 Plan International 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

## RESEARCH AND EVIDENCE

The Activist Hub and Plan International's [State of the World's Girls Reports](#) provide you with thoroughly researched evidence and recommendations on different campaign demands.

Check out the State of the World Girls Reports from previous years to find statistics about: Digital Rights, Online Safety, Political Participation, Girls' Activism and more.

Stay tuned for more resources.

To gather more evidence in your specific context, here are some research methods you can use:

**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 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 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 campaign? (Consider local, national, regional and global levels)

# Tips for campaign messaging

## EXERCISE: BUILDING YOUR PITCH

Use the following exercise to think through how you would communicate your 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 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

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.

**DIFFERENT STAKEHOLDERS NEED DIFFERENT MESSAGES.** Think about how you might tailor your messaging on each 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 campaign. Refer back to the section on How to conduct an analysis of your 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 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?

Here are some great tools to help you pitch your 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 MobLab's [Campaign Accelerator resources](#) for narrative building and pitching your campaign

Plan International's [Advocacy Toolkit](#) pages 60-63. Pitching tools and public speaking tips on page 13 of [FRIDA Resource Mobilisation Toolkit](#)

**Helpful tools**

# (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 WHAT CAN THEY DO?

Propose practical ways that your audience can support the campaign.

## THE HEART WHY SHOULD THEY CARE?

Convey the moral urgency!

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

### Example campaign: Ensuring the safety of girls and young women in the city

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?



## TIPS FOR STRATEGIC COMMUNICATIONS

### First, ask yourself these questions:

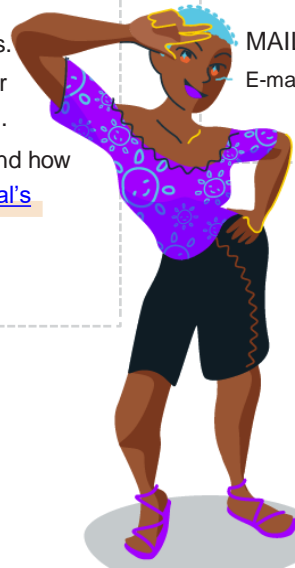
- Why are you communicating with people? Is it to mobilise the public? To raise awareness? To pressure a target?
- Who is your target audience? How well informed are they about your cause? What techniques will capture their attention?
- What channels are they on? What communication or media platforms 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](#)



## FREE TOOLS FOR CREATIVE COMMUNICATIONS

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

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

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

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

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

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

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

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

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

WETRANSFER ..... [WETRANSFER.COM](https://www.wetransfer.com)  
Share large files and documents with others.

# How to work with others!

Plan's campaigns run on the power of collective action of diverse, girl- and youth-led movements for gender equality! Collective action that is, of course, locally led and globally connected!

Based on the stakeholders you've already identified for your 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

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.

Increase the power and credibility of your 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 <a href="#">toolkit for Diverse and Empowered Girls</a> .....	PAGE 128
FRIDA <a href="#">Young Feminist Fund's Resource Mobilisation Toolkit for Girls, Young Women and Trans Youth</a> .....	PAGE 16

### GENERAL ADVICE ON BUILDING ALLIANCES AND PARTNERSHIPS

Plan International's <a href="#">Advocacy Toolkit</a> .....	PAGES 111-112
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### SOME ETHICAL CONSIDERATIONS

Plan International's <a href="#">Advocacy Toolkit</a> .....	PAGES 113
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## 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

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).

# Friend-raising is just as important as fundraising

## 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 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 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.

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 <a href="#">"How to fundraise effectively and sustainably"</a> Consult and learn from others
Exhaustion and burn out	Learn from resource in <a href="#">"Self-love and collective self-care"</a>
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



## Self-care and collective care

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.

**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: [@morganharpnichols](#)



# 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](#)

## 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.

## IDEAS FOR HOW TO RAISE YOUR OWN FUNDS

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:

### 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?

### 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

ā Plan International's [Advocacy Toolkit](#) pages 70-73

ā [Girls Advocacy Alliance Toolkit](#) page 50

ā [Diverse and Empowered Girls Toolkit](#) pages 111-117



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.



## Section Three



Let's take  
action!



So, you've got your campaign basics sorted, now it's time to figure out what you need your key stakeholders and target audiences to do!

**MOBILISING THE PUBLIC** – both online and offline – is a key part of campaigning. It's important for inspiring widespread support and demonstrating the urgency of your campaign demands.

Remember, typically, the first step to mobilise the public is to have an organised, supportive community to mobilise from. (It is sometimes possible to mobilise people who haven't really engaged in your issue before, but you need to think carefully about tactics and sustainability).

**BUILDING A SUPPORTER BASE:** For effective public mobilisation, you need a solid base of supporters to reach and engage. You can do this via online methods: social media channels, online pledges or building a list of people's contact information (with their consent!). Please ensure you observe data privacy laws in your context. You can also do this via offline methods: networking, coalition building, or hosting events/workshops/festivals etc.

How will you keep in touch with your supporters?

# Ideas and actions

When thinking about what campaign tactics to employ, you should consider:

- What will have the biggest impact to achieve your campaign objective(s)?
- What might be the most practical or efficient things to do?
- What skills or contacts do you or your fellow campaigners, partners and allies have?
- What actions have you or your partners had success with in the past?
- Are there opportunities to be innovative or creative?
- Are there upcoming events, moments or national / international celebrations that would be strategic for your campaign to engage with?

We understand what's easy or hard may vary depending on your context, e.g. it might be harder for some people to take social media actions in places where digital access is limited or low



When you want to mobilise as many people as possible, choose an EASIER action (because you're playing on existing skills and motivations)!

There is a world of opportunity when it comes to ideas for campaign actions.

**Here are some things you can ask your target audience to do:**

Share or post something on social media (e.g. an infographic, a statement, a video, an article)

Take a survey, poll or quiz

Sign a petition (online/offline)

Sign onto an open letter to a decision-maker which you can publish

Boycott a certain product or company

Share your campaign to their friends, family and networks

Write an e-mail or letter to a key power-holder

Write a blog or article

Donate to the campaign or fund a specific activity

Attend an event, workshop, rally, march, demonstration, flash mob, festival, street theatre, or exhibition

Enter a competition, or submit a poem or piece of art which can be exhibited with your campaign

Speak at an event, festival, in a school, at a protest etc.

Meet with a locally elected politician

Organise or co-design an action with you

To succeed at a HARDER action, you will need to have a well organised group/public!

## No inspiration? Here are some example actions you could take

Organise a street performance or forum theatre

Contact your nearest Plan International office to get involved in a [Girls Takeover](#)

Create infographics and share on social media

Rally and petition your local government

Organise a workshop, event or festival for building and promoting girls' leadership

Organise a song/art/poetry competition

Organise a march, rally or protest

Check out [5 ways girls are tackling street harassment around the world!](#)

Organise a [Chalk Back](#)

### Follow these amazing people on social media:

Sophie Sandberg, founder of the Chalk Back movement and Catcalls of NYC explains how to deal with street harassment (@catcallsofyc)

@dearcalls

@ourstreetnow

Organise an [Artistic Vigil](#)

Learn from the Chilean women's protest phenomenon – [Un Violador en Tu Camino](#)

Organise a [Solidarity Walk](#)

Create some collective street art!

Create traditional dance performances or circles to raise awareness

Organise a Twitter storm with your friends and networks on your issue

Spark a TikTok video trend and get others involved

Organise a Love Flooding (supporting girls, young women and other marginalised identities who are being attacked by trolls online by flooding their accounts with love and solidarity messages)



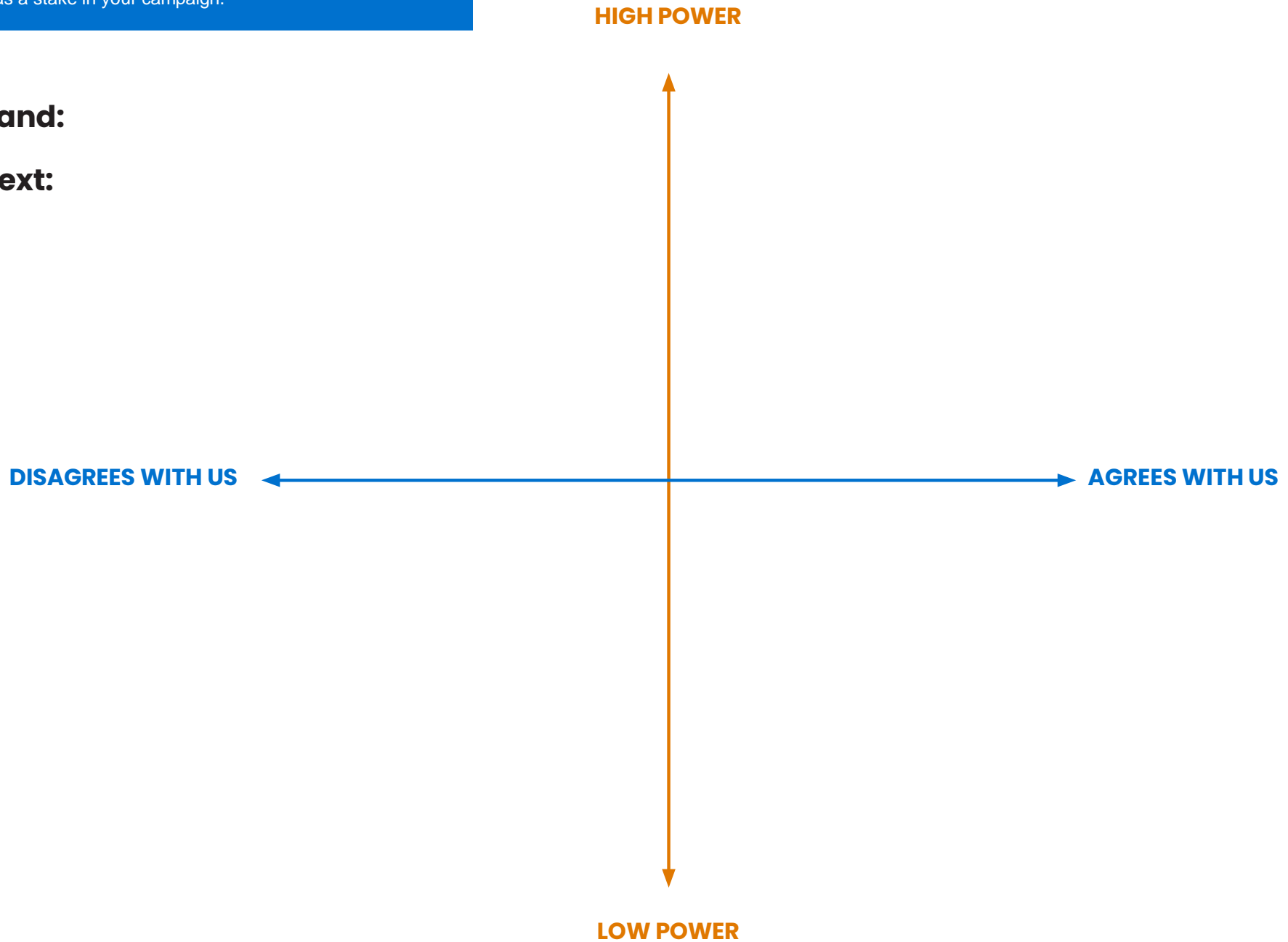
## ACTIVITY 1: STAKEHOLDER MAPPING

Plot who has a stake in your campaign.

In the following pages you will find the printable versions of the activities we used in previous sections of this toolkit.

**Demand:**

**Context:**



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

	AGREES WITH US	DISAGREES WITH US
HIGH POWER		
LOW POWER		

Using the **HEAD, HEART AND HANDS TOOL**, think about how you might communicate your Campaign to your stakeholders that you identified earlier. This doesn't need to be longer than 1 page.

**CAMPAIGN DEMAND:**

**STAKEHOLDER:**

**COUNTRY:**

**HEAD:**

**HEART:**

**HANDS:**

**CAMPAIGN DEMAND:**

**STAKEHOLDER:**

**COUNTRY:**

**HEAD:**

**HEART:**

**HANDS:**

## RISK MANAGEMENT

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?

**Share this toolkit with your friends, groups and networks!**



**Until we are all equal**

### **About Plan International**

We strive to advance children's rights and equality for girls all over the world. We recognise the power and potential of every single child. But this is often suppressed by poverty, violence, exclusion and discrimination. And it's girls who are most affected. As an independent development and humanitarian organisation, we work alongside children, young people, our supporters and partners to tackle the root causes of the challenges facing girls and all vulnerable children. We support children's rights from birth until they reach adulthood, and enable children to prepare for and respond to crises and adversity. We drive changes in practice and policy at local, national and global levels using our reach, experience and knowledge. For over 80 years we have been building powerful partnerships for children, and we are active in over 75 countries.

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