

# MAKING A CHANGE

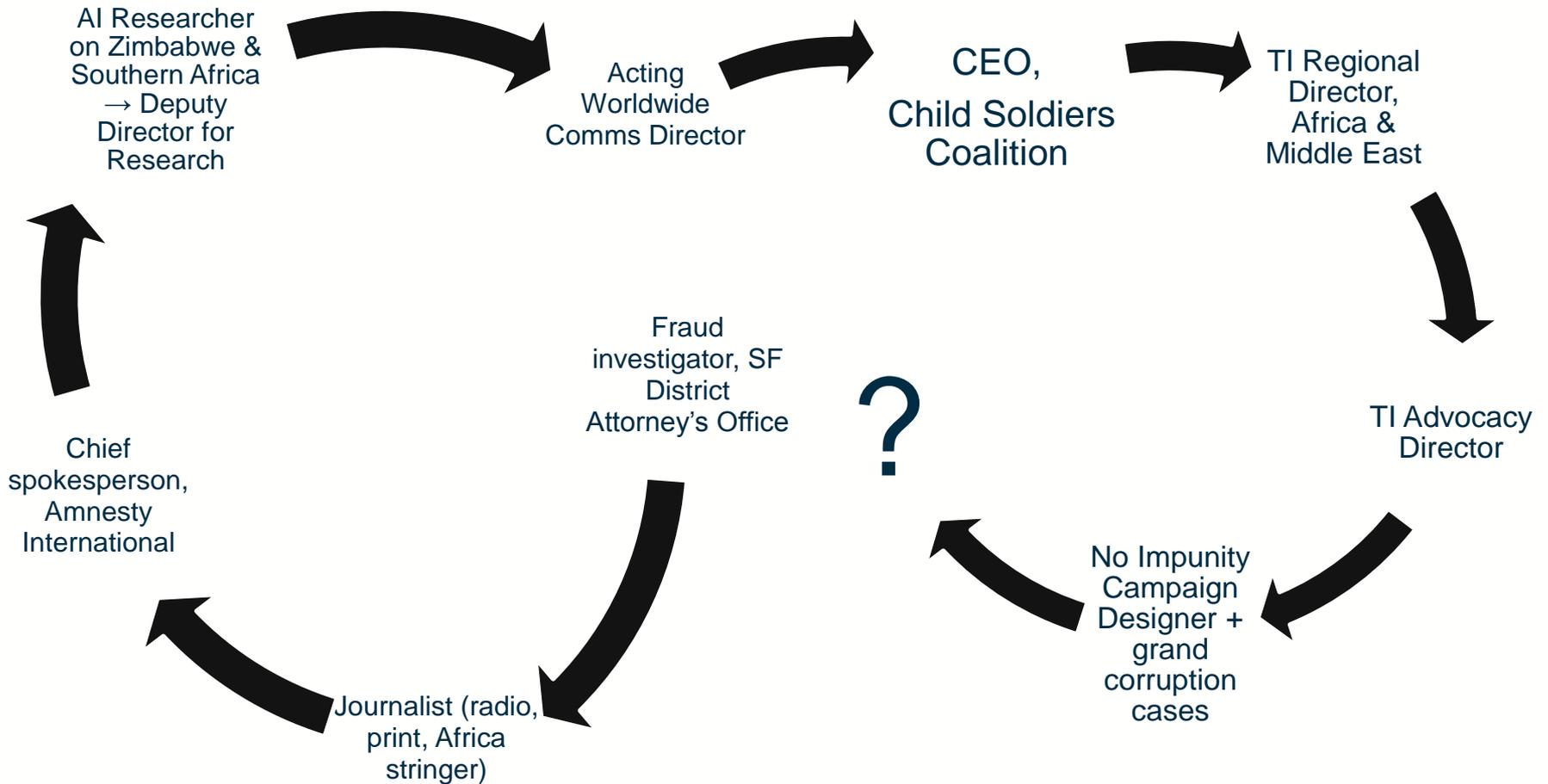
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CAMPAIGN AND ADVOCACY PLANNING MADE SUCCESSFUL

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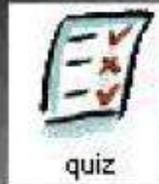
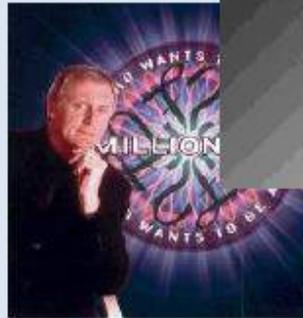
Draft CK 8 July 2014

# ABOUT YOUR FACILITATOR – CASEY KELSO





# No 'right answer' - a toolkit





# Maybe we can all



But with training, practice and knowledge - we can do better

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## WHAT'S THE POINT OF ADVOCACY?

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- Why do NGOs do advocacy?
- How do NGOs do advocacy?
- What's the difference between campaigning and advocacy?

# OTHERS' DEFINITIONS OF ADVOCACY



„A process of influencing the attitudes and behaviours of targeted people in order to change the policy and practice of governments and other institutions“.

Pressure Works (London)

**‘Advocacy is speaking up, drawing a community’s attention to an important issue, and directing decision-makers toward a solution. Advocacy is working with other people and organizations to make a difference.’**

*Centre for Development and Population Activities*

Advocacy is the process of managing information and knowledge strategically to change and/or influence policies and practices that affect the lives of people (particularly the disadvantaged).

**WASH Partnership Workshop**

√Changes in the policy and/or practice of institutions (e.g. budget allocation, legislation, access to services)

√Changes in the attitude and behaviour of certain groups of people (e.g. the public to welcome asylum seekers)

√Changes in the social, political and legal environment (e.g. Access to Information)

**Amnesty International**

Advocacy is the process of influencing key decision-makers and opinion-formers (individuals and organisations) for changes to policies and practices that will work in poor people’s favour.’

**Action Aid**

## HOW DO YOU PLAN A GOOD CAMPAIGN (OR ADVOCACY ACTION)?



1. Narrow down your objectives... to narrow down you're activities
2. Know your target... and your target's audience
3. Tell them something they can hear, not what you want to say



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# 1. NARROW DOWN YOUR OBJECTIVES

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What do we want? Changes in institutional practice or individual behaviour that will contribute to the fulfilment of our aims.

Write down the outcome not your activity.

- For example, don't write:
  - “To lobby the government to pass whistle-blower protection laws”
  - “To educate the public about the extent that corruption affects development”
- Instead, write:
  - “The government passes and fully implements laws that protect public sector workers who blow the whistle on corruption...”
  - “The public demands that corruption that retards rural, provincial development of education be prosecuted and punished...”

Opposite processes

education

Campaigning/  
advertising:  
motivation



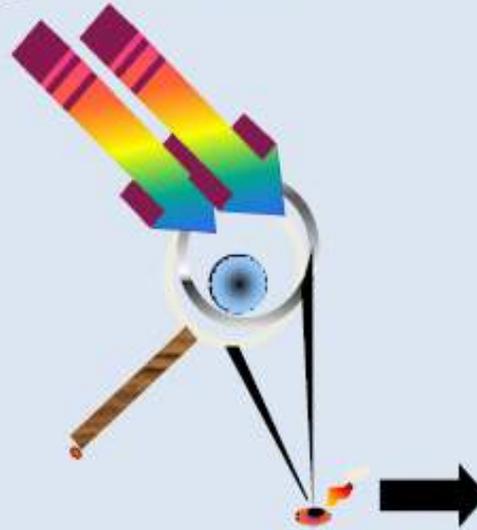
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*broadening*



Awareness of complexity:  
more possibilities

*narrowing*



Motivation to act: fewer  
possibilities

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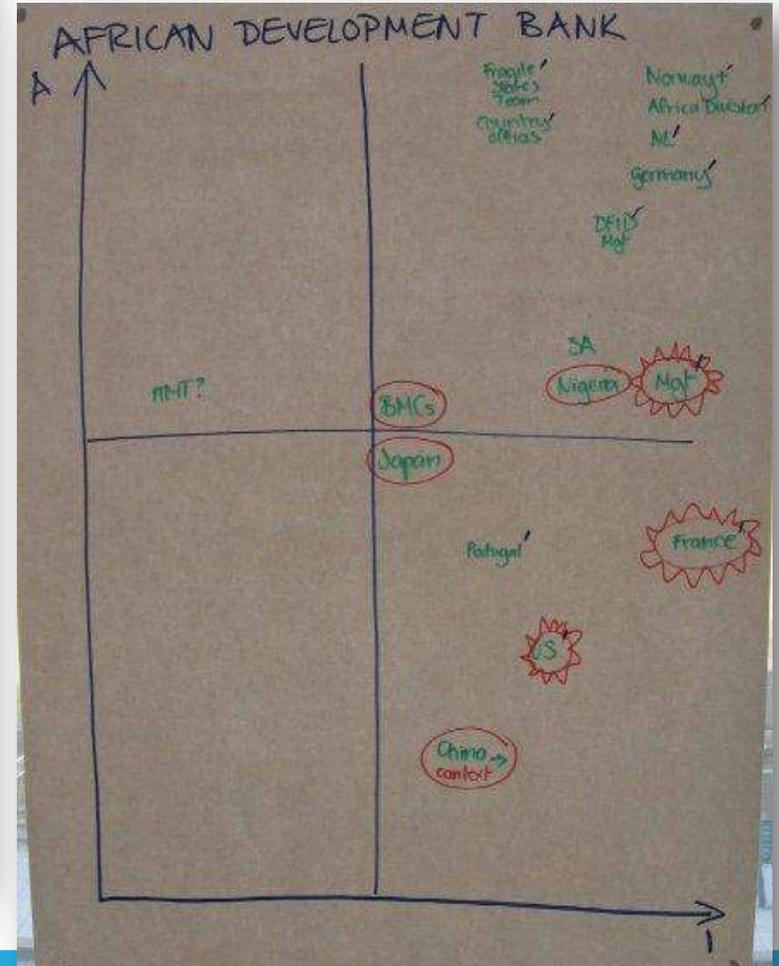
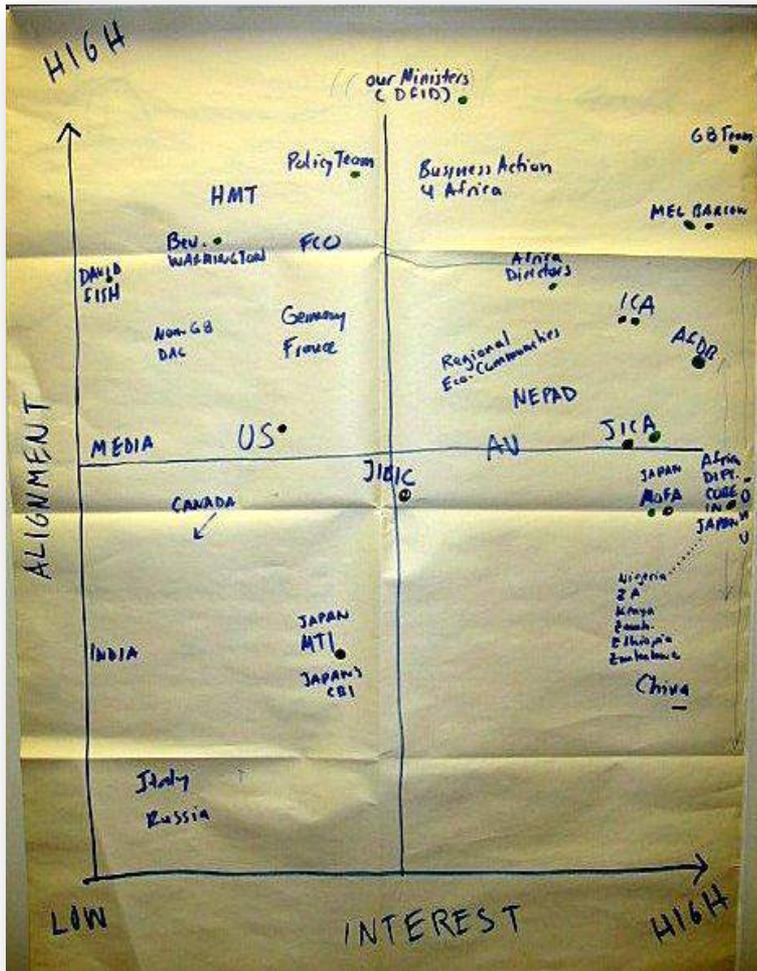
“it’s a complex issue”



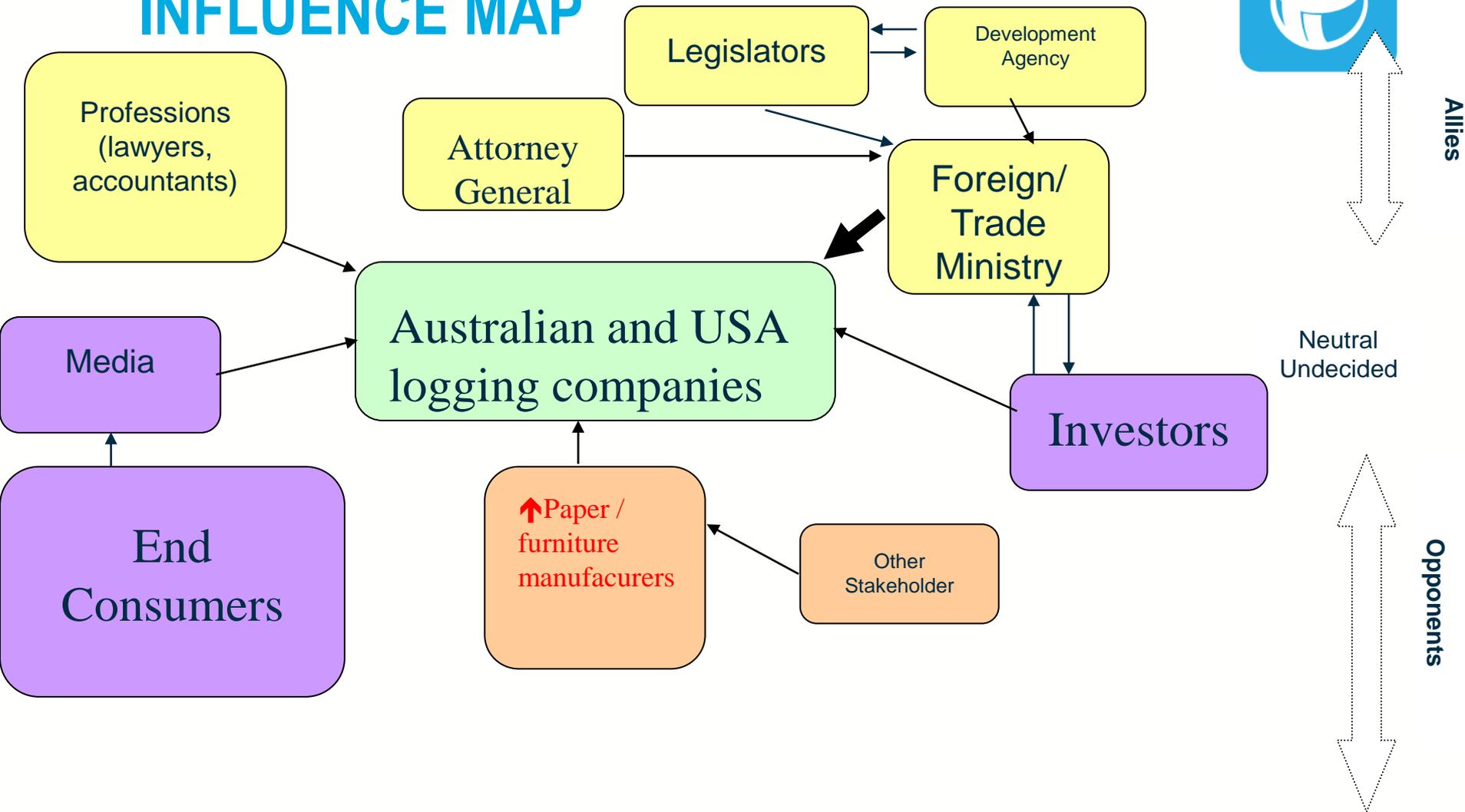




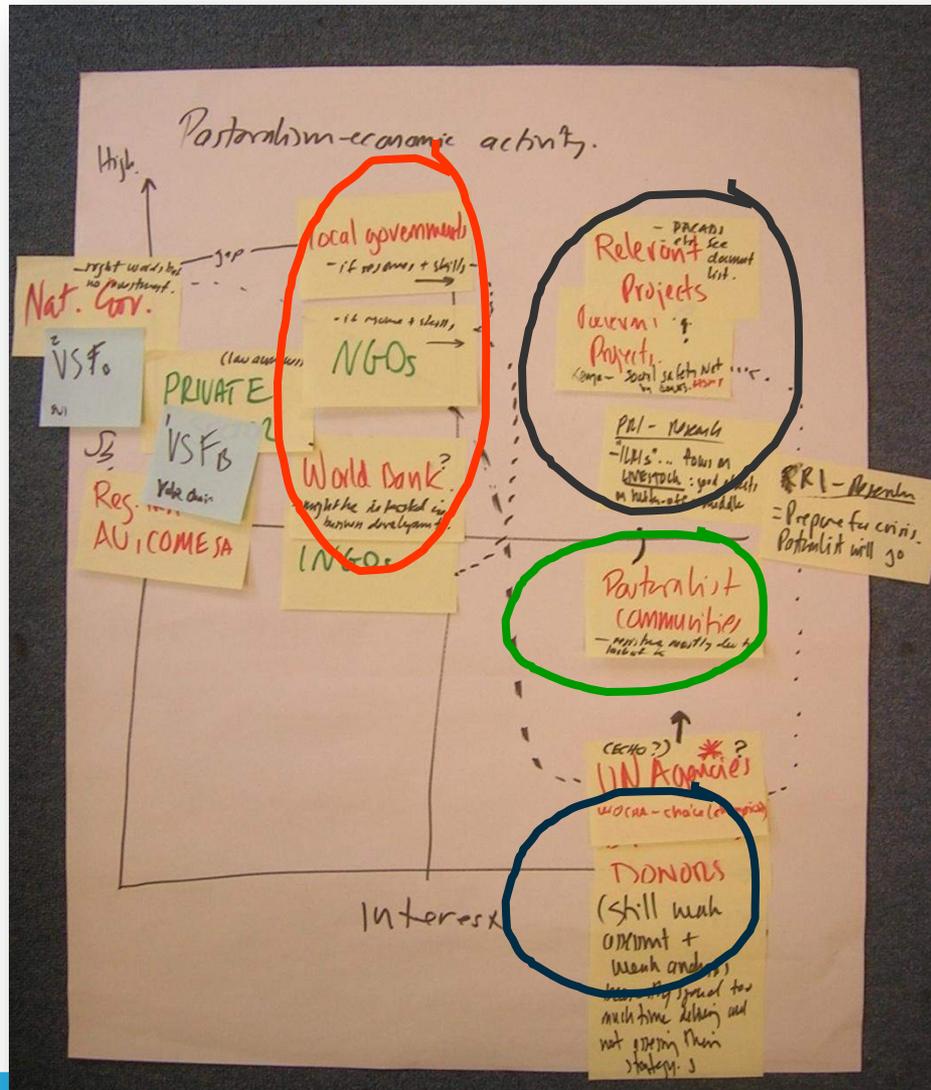
# 2. KNOW YOUR TARGET AND TARGET AUDIENCE(S)



# 2. KNOW YOUR TARGET - INFLUENCE MAP



## 2. THIS HELPS IDENTIFY THE STRATEGIES



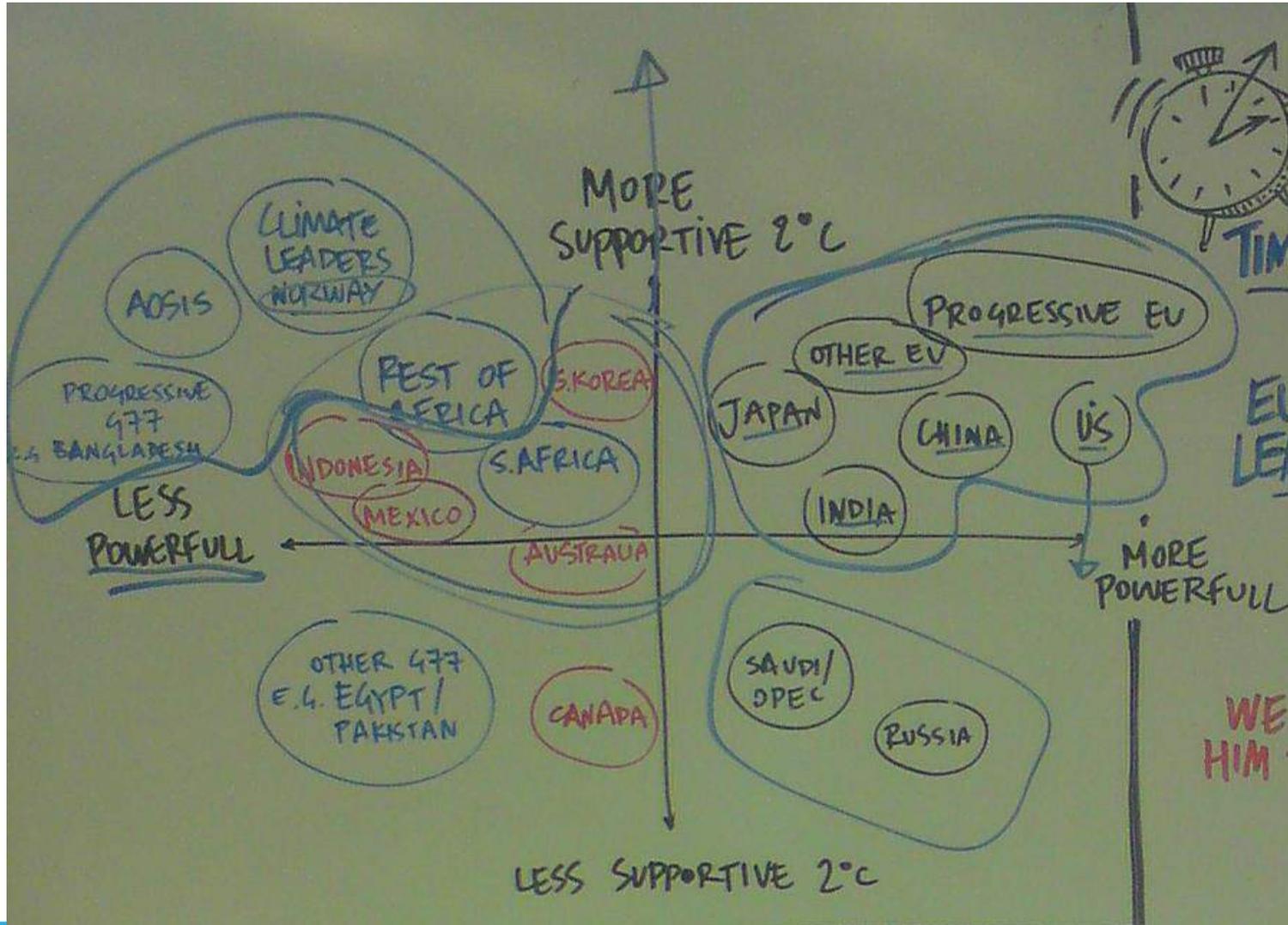
Media, dissemination, information

Develop a Community of Practice

Pilots and evaluations of projects

Tough!

## 2. SIMPLE MAPPING – GREENPEACE'S COPENHAGEN CLIMATE SUMMIT MAP



# Part of a wider discussion on strategy...



3. Don't tell them what you want to say

imagine

you are in bed  
in a hotel room  
you can smell smoke

the issue is



# IF YOU FIND A FIRE

1. **Raise the alarm**
2. **Go immediately to the place of safety**
3. **Call the fire brigade**

# IF YOU FIND A FIRE

- 1. Network with your neighbours**
- 2. Explain the issues and the processes of ignition, fuel effects, oxidation and ion plasmas, and address the social and economic justice dimensions**
- 3. Educate decision-makers regarding the establishment of an adequately resourced fire brigade and fire-prevention culture, and ask your neighbours to join in**

### 3. TELL YOUR TARGET AUDIENCE WHAT THEY CAN HEAR...



#### Tailoring:

What will be most persuasive? What info does the audience need? What action should they take?

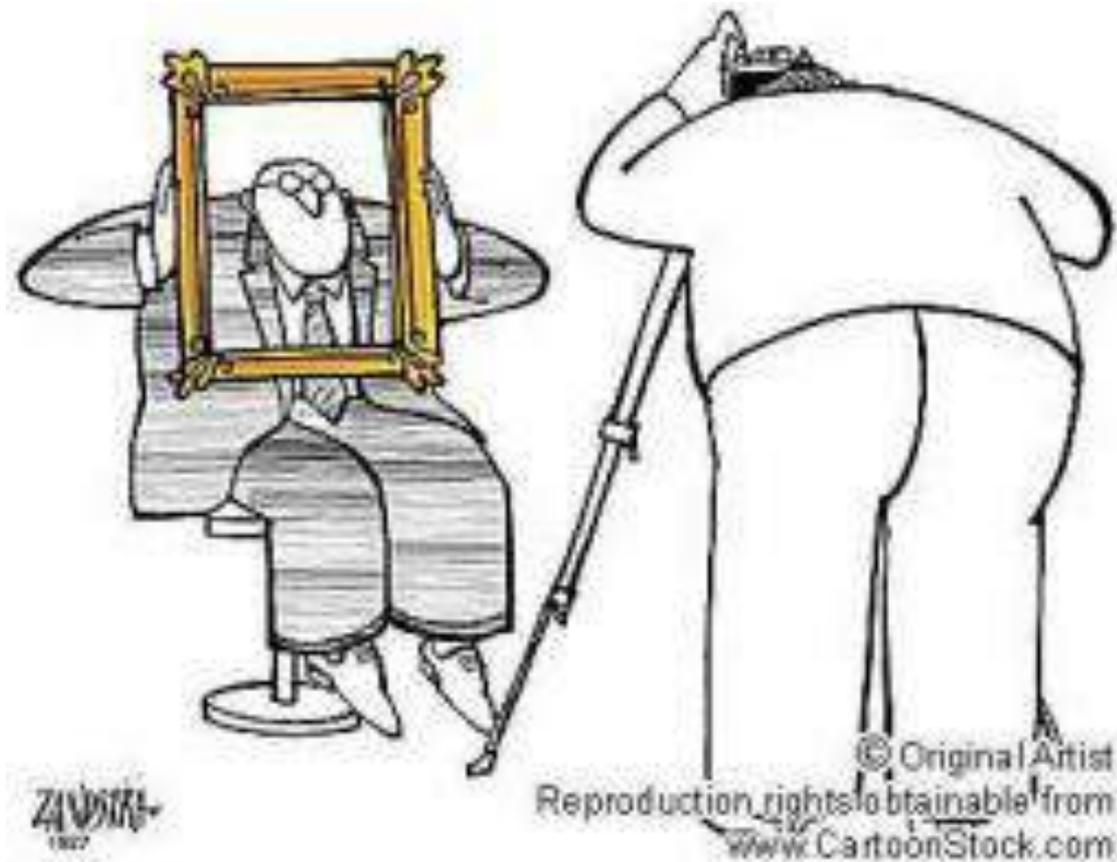
This analysis determines: content, images, length, medium and messenger

Tailor your message by tapping into audiences priorities, human examples, appropriate medium and moment, and “what you can do”

### 3. FRAMING



first we see, then we understand



### 3. TELL YOUR TARGET AUDIENCE WHAT THEY CAN HEAR...



#### Framing:

Translate individual stories into larger social and political concerns

Assign primary responsibility for the problem

Present clear solutions and proposals

### 3. TELL YOUR TARGET AUDIENCE WHAT THEY CAN HEAR...



#### CORRUPTION IS GROWING!

- a. The anti-corruption agency isn't competent.
- b. The national corruption agency's repeated requests for resources to deal with massive bribe-taking have gone unheeded!
- c. Massive federal and provincial budget cut-backs have created a "corruption epidemic" of petty bribery by unpaid workers

# GROUP WORK – 30 MINUTES



## **Case Study 1. Campaign on telecomms company bribery**

- In September 2012, the Swedish public prosecutor started a preliminary investigation into allegations of aggravated bribery by employees of TeliaSonera with regard to the purchase of a 3G Telecom license in Uzbekistan.

## **Case Study 2. Campaign to block travel by the corrupt super-rich**

- The corrupt super-rich travel all around the world to spend time in their properties abroad where they live a life of luxury in total impunity. The case of the family of former Tunisian President Ben-Ali illustrates this.

## **Case Study 3. Campaign to regulate luxury investments**

- Many corrupt figures want to display their wealth and wealthy lifestyle by acquiring luxury homes, sports cars and limousines, yachts, jewellery and other expensive goods. More importantly, such purchases disguise the illicit origin of wealth. This appears to be the case with *Teodorin Nguema Obiang*, the son of Equatorial Guinean President.



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