



CAMPAIGN/VISIBILITY STRATEGY CHART

What is campaigning

According to Macmillan dictionary, a campaign is a “series of actions intended to produce political or social change”. Political change involves changes in the policy and behaviours of institutions and /or specific public groups. Social change can refer to both change in thinking and change in behaviour of the society or certain people.

Advocacy, lobbying and campaigning

Advocacy and lobbying are political processes that try to influence decision making over public policy and political, economic and social institutions. Lobbying traditionally refers to the strategy of directly approaching legislators, but it is often used in relation to any process intended to influence politicians and decision makers in general. Advocacy is a more general term that refers to the policy, cause or change that is publicly supported by an organization or an individual. However, advocacy and lobbying are often used as analogous terms, and both of them are anyway ways of promoting political change.

Campaigning often refers to pressure exerted through more public channels to support the change that is advocated for. Through mobilisation and public action (protests, events, media work, publicity...) the issue is pushed in the agenda. There is an important function of awareness raising as well – the campaigning activities intend to gain new supporters to the cause, provoking social change towards generating political change.

Therefore, a campaign/visibility strategy should always include an advocacy goal or strategy and will work with supporters to influence political processes. Each campaigning and advocacy tactic must be strategically deployed towards reaching the desired changes.

Campaign strategy chart

<p>GOALS</p>	<p>Long term/ Main goals: What is the end goal your are trying to contribute to? (Think big! What is the final change you want to see? Examples: end of X megaproject, new legislation, but also overarching goals such as ending of gendered-based violence, realisation of LGBTI rights in the country, etc)</p> <p>Short Term/Secondary Goals: Specific objectives/outcomes achievable stepping stones that will contribute to your end goal – this is the <u>outcome</u> you want to see from your campaign</p> <ul style="list-style-type: none"> • specific, achievable and limited by a timeframe • should be measurable and indicators of impact should be set
<p>LOGISTICAL CONSIDERATIONS</p>	<p>What resources can we bring to the campaign? money people leadership expertise ->priorities!</p> <p>What problems might get in the way of the campaign succeeding? – risk assessment</p>
<p>Mapping actors: RIGHTS HOLDERS/ ALLIES, OPPONENTS</p>	<p>Right holders: community, beneficiaries, HRD/s, families...</p> <ul style="list-style-type: none"> • centrality • consent • do no harm! <p>Allies</p> <ul style="list-style-type: none"> • who: NGOs, people in the community, decision makers/people in positions of power, media, influential people (recognised experts or intellectuals, celebrities, FLD ambassadors, community or religious leaders...), networks, international and regional organisations, volunteers & supporters... • how much: engagement, risks, gains • how can they get involved: partnership, support... <p>Opponents</p> <ul style="list-style-type: none"> • who • how much – feed into risk assessment • how to avoid interference <p>Related tools: Risk assessment / protection plan Actor mapping + areas of influence: how to move actors from the</p>

	circles of less influence to the circles of more influence/engagement and vice-versa?
Mapping actors: TARGETS Duty Bearers (Accountability)	<p>Politicians, authorities and/or decision makers who have the power to bring that change -> TARGET = always a person!</p> <p>Primary Duty Bearer: Who has the decision-making power to make the change that you want?</p> <p>What power do you have over them?</p> <p>Where are the lines of accountability? From the most local to the most global – track where and how the decision-making process happens.</p> <p>Secondary Targets: Who has influence over the primary target? (other governments and public figures, as well as private actors - companies, media, community leaders, IFIs, etc.- should be considered here) What influence do you have/can have over the secondary target?</p>
TACTICS (and TIMEFRAME)	<p>This is the strategy of specific actions = a timeframe with the specific goals + the appropriate actions to achieve each goal</p> <p>To consider:</p> <ul style="list-style-type: none"> ○ be strategic - which goal is your tactic tied to? How will it contribute to achieving your goal? ○ what is the interconnection between different tactics/actions? ○ study of the context: hook with what is happening, current conversations...; key dates and opportunities; which tactics suit better the local context (web and social media, radio, television...) ○ attention to messaging (communications and media strategy, advocacy call); ○ mobilisation and opportunities for people to engage – who is your target audience? how can you reach them and get them involved?; ○ connect with other objectives of the organisation – promote long term engagement of supporters (email alerts, follow up with new contacts...) <ul style="list-style-type: none"> • Questions: does the tactic reflect the perspective of the RH? How are you involving them? Are there any risks? • International and local dimensions of the campaigns – many of our campaigns have a national and an international dimension which can have different objectives, tactics and targets. However, it is the national dimension that has our focus as the main objective of our campaigning initiatives is to have an impact on the realities that HRDs live, wherever they face the real challenges.
LOGISTICAL CONSIDERATIONS	What resources can we bring to the campaign? money

	<p>people leadership expertise ->priorities!</p>
RISK ASSESSMENT	<p>What problems might get in the way of the campaign succeeding? What risks can the campaign bring to the human rights defenders and organisations, rights holders, allies, etc?</p> <p>Related tools: Risk assessment / protection plan</p>
MONITORING AND EVALUATION, SETTING INDICATORS AND MEASURING IMPACT	<p>Looking at: Achievement/ improvement/ worsening of long term goal Achievement/ improvement/ worsening of short term goals</p> <ul style="list-style-type: none"> • Impact indicators for each goal and each tactic should be listed from earlier stages of planing and adapted throughout the process of implementation • We should ensure continuous monitoring and flexibility to adapt to what we are learning from the ongoing evaluation