

ACTIVISM CAMPAIGNS





INSTIGATE =

ACTIVISM CAMPAIGN





Discussion



Amnesty Campaign to end violence against women

- Eliminating the discrimination that is a root cause
- Addresses patterns of violations and individual cases
- Calls for responsibility at individual, community and state levels
- Partnerships with other organizations
- Research based and informed by ongoing research
- Tools including strategic policy advocacy, events, research, media work and internet based activism



Why does it matter?



- A comprehensive approach helps to promote change
- Effecting change from the individual level up through to the state/national level
- Public awareness and education are a key component
- Collaboration with other agencies to strengthen efforts
- Take opportunities to focus on special populations

Amnesty's Layered Approach



- Gender Awareness Workshops
- Campaigning to stop violence against women
- Human rights education workshop for youth
- Human rights education workshop for journalists
- Human rights education workshop for non-governmental organizations
- Policy recommendations and advocacy

Gender awareness workshops



- Reflection and deeper understanding of:
 - Gender as a social construct
 - Gender discrimination

- And their link to violence against women

Specialist Human Rights Education workshops




- Locate Women's Rights within the Human Rights framework
- Become aware of main barriers to preventing VAW including the public/private dichotomy
- Understand key terminology surrounding gender issues
- Explore ways of addressing VAW
- Set own action methods and goals

What are the benefits of E-Activism?

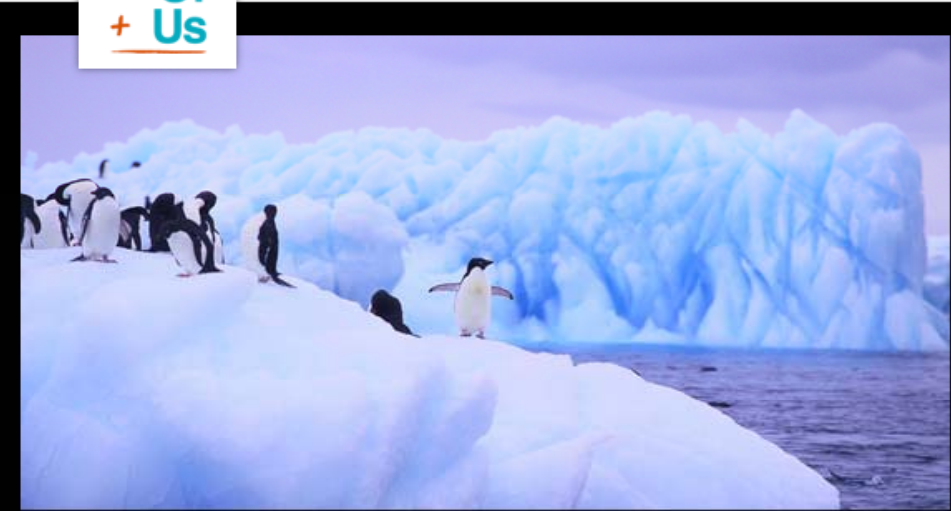


- Wider reach
- Participation is quick and accessible
- Interactive
- Easy for participants to share information and opportunities with others
- Participants can do as little or as much as they wish

Online petitions



Fighting for people over profits



CVS: Vacuuming Antarctica for krill

Goal: 50,000

33,303

CVS is supporting the plunder of Antarctica and one of the last unspoiled oceans on the planet.

The pharmacy giant is marketing and selling Antarctic krill oil as a health

Sign the petition to CVS.

Petition Text:

Stop selling krill-based omega-3 supplements now. Krill are crucial to the Antarctic marine ecosystem, and no amount of harvesting is sustainable."

You are signed in as Danielle Dryke. If you're not Danielle Dryke, [Click here](#)

Add your voice.

SumOfUs will [protect your privacy](#), and keep you updated about this and similar campaigns.

Banners or widgets on relevant websites

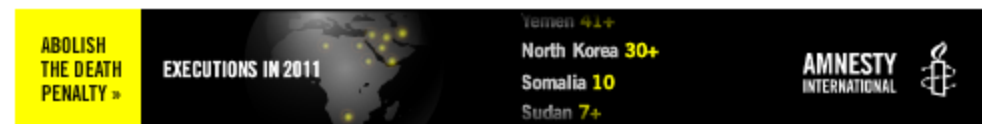


ADD OUR BANNER

Choose the one you like and add it to your website or blog:

Leaderboard (728 x 90 - 16.3KB)

(not shown actual size!)




Abolish the death penalty

```
<embed src="http://files.amnesty.org/deathpenalty2012/en/AI-globe-EN-728x90.swf"
quality="high" bgcolor="#ffffff" width="728" height="90" name="AI-globe-EN-728x90"
align="middle" allowScriptAccess="sameDomain" type="application/x-shockwave-flash"
pluginspage="http://www.macromedia.com/go/getflashplayer"></embed>
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Sending pre-written letters to legislators and policy makers

Message



Rep. Rena Moran
(D-MN-65A)

RE: Fund the Forever Green Initiative to Get Agricultural Pollution Out of Our Water

Dear [[Recipient's Title and Name]]:

Please fund Forever Green in the Supplemental Budget Bill (H.F. 3172). The Forever Green Initiative will help clean up our water by reducing agricultural pollution in our lakes, rivers, and streams.

Minnesota's Pollution Control Agency has identified farmland runoff - including sediments, fertilizers, and pesticides - as the primary source of water pollution in Minnesota. This is because much of our farmland is planted to corn and soybeans, which have active root systems for only a few summer months, leaving farmland soils vulnerable to runoff for most of the year.

The "Forever Green initiative" at the U of M shows that by developing new cover and perennial crop varieties that grow from fall to spring and fit into the existing corn and bean rotation, we can dramatically reduce agricultural runoff pollution and clean up our lakes, rivers, and streams.

The Senate has put one-time money - just over \$1 million - into the Supplemental Budget Bill (H.F. 3172) for Forever Green this year, to fund its research.

Unfortunately, the House currently has no funding for "Forever Green" in the Supplemental Budget Bill. You can help clean our water by telling the Supplemental Budget Bill Conference Committee to accept the Senate language funding the "Forever Green initiative."

Sincerely,

Danielle Dryke

Campaign pages on social media



The image shows a screenshot of a Facebook page for 'The Helping Hands Campaign'. The page features a large profile picture of two hands, one red and one yellow, cupping each other. Below the profile picture, the text reads 'THE HELPING HANDS CAMPAIGN' in a large, serif font, with 'The Helping Hands Campaign' in a smaller, sans-serif font below it. To the left of the main text is a smaller image with the text 'TOGETHER WE CAN' and 'NATIONAL ARTISTS' DAY OF SERVICE'. The page has a 'Community' label and buttons for 'Like', 'Follow', 'Message', and a three-dot menu. The navigation tabs include 'Timeline', 'About', 'Photos', 'Likes', and 'More'. On the left side, there is a 'PEOPLE' section with a right arrow, showing '3,130 likes' and a link to 'Invite your friends to like this Page'. The main content area has a 'Post' button, a 'Photo / Video' button, and a text input field with the placeholder 'Write something...'. A 'Post' button is located at the bottom right of the main content area.

Guest blogs

National Debate Must Connect the Dots on Abuses in the USA



BY GUEST WRITER
January 14, 2015 at 12:55 PM

Like 1

Tweet 4

+1 2



By Zack Michaelson

Our nation is currently in a debate about how to handle gross abuses of power by those tasked with defending us. In past weeks, we have learned more about the vast conspiracy of

STAY INFORMED

Defend human rights for all.

CONNECT WITH US

Find us on Facebook



Amnesty International USA

Like

666,852 people like Amnesty International USA.



Facebook social plugin

READ MORE BLOG ENTRIES

Online community forums for discussion of relevant issues



[Register](#) [Log-in](#)
Our Online Community





[TalkMD Board index](#) [Muscular Dystrophy Campaign homepage](#)

∨ A ^

[FAQ](#)

It is currently 15 Jan 2015, 21:43

[View unanswered posts](#) • [View active topics](#)

WELCOME TO TALKMD		TOPICS	POSTS	LAST POST
 Forum News and Updates Rules - Updates - Scheduled Maintenance - Troubleshooting	12	108	by taungfox  17 Jun 2013, 08:57	
 Forum FAQ and Feedback Got a problem with the forum? Want to share your ideas? Post here!	11	40	by AMGmod  14 Jun 2013, 12:54	

Tips



- Encourage people to engage their contacts after they participate and to share other information
- Generate interest by presenting the issues in an engaging and relevant manner
- Include links to where people can learn more or act more
- Keep postings short and to the point, do not use large images or files that will take a long time to load
- Ask staff to participate online to generate interest
- Include clear instructions for any requests for action



Discussion





Campaign Planning

INSTIGATE Model Tips for Activism Campaigns



- Ensure it is do-able and winnable
- Work with like-minded allies on campaign activities
- Go directly to the person who can make the changes happen
- Give activity participants a next step for action

Identify the Problem

Consider:



- What do you want the campaign to eliminate?
- What is the at the root of the problem?
- What specific action will create change?

As part of identifying the issue consider:

1. What laws are in place that perpetuate gender inequity or allow gender discrimination or violence to take place with impunity?
2. What laws are required to allow authorities to most effectively prosecute perpetrators of SV/IPV?
3. Are there effective mechanisms for investigating acts of SV/IPV?
4. What protection is available for victims of SV/IPV?
5. What access do victims have to appropriate treatment, protection and redress? Is the treatment available regardless of the victim's social, economic or citizenship status?

Map the External and Internal Background Context



Analyze the context in which the campaign will be operating.

1. What are the key factors that will affect the way you choose your objectives and position your campaign?
2. Consider how economic, social, cultural, political and legal trends in your community are impacting on the reality and perception of women, human rights and violence.

Set Objectives: SMART Goals

S

Specific

M

Measureable

A

Attainable

R

Realistic

T

Time-bound

The mapping analysis will influence the following areas:



1. What is the objective you think will most improve the situation in your community at present?
2. What change do you realistically hope to make?
3. Which opinion-formers and decision-makers will you target?
4. What is the “mood” of the campaign?

Developing a Strategy

Situation Analysis

Objectives

Tactics

Action Plans

Action

Evaluation

Situation Analysis: What are our strengths and weaknesses?
What external factors affect our work?

Objectives: What can we realistically hope to achieve? How
will we measure whether we have succeeded?

Tactics: How can we achieve our objectives? Who should we
approach? What techniques will be most effective?

Action plans: what do we need to do? Who will do it? When?
How much will it cost?

Action: Do it! NB periodic reviews. How's it going? Do we
need to modify our plans?

Evaluation: Did we achieve our objectives? What went well?
Less well? What have we learnt for next time?

Identify the critical steps/pathway in the campaign





Identify Target Audiences

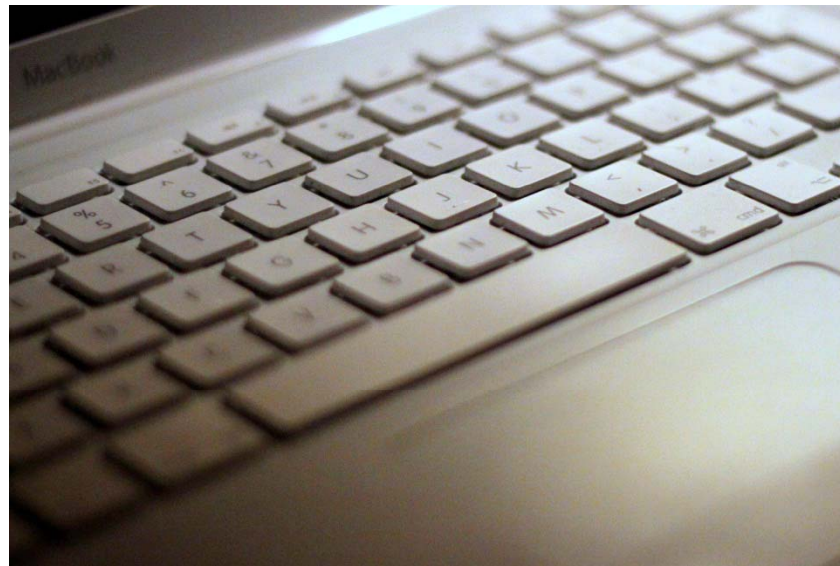


Consider:

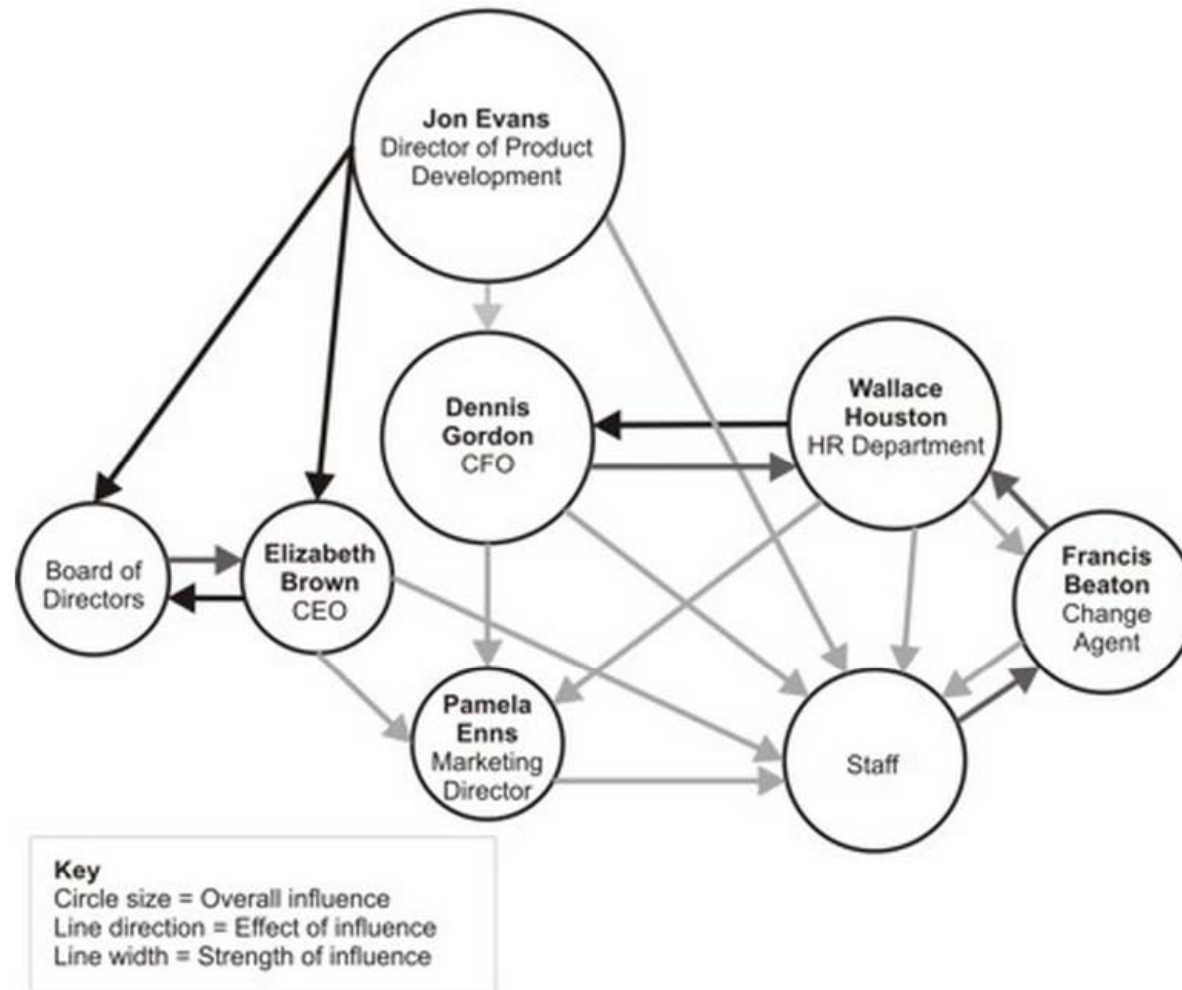
- Who has the power to make the changes that your objectives call for?
- Can you reach them directly? If not, who can?
- What is their current understanding of the legal situation and of the cultural construction of IPV/SV?
- What barriers or misconceptions do you need to address?
- What messages do you need to get across to inspire them to take the action you want?
- Who are the individual decision makers? Who holds the power to create change?



Determine an Approach for Each Audience



Influence Mapping



Plan campaign activities



Select communication mediums



- Local papers
- Public meetings
- Internet
- Others

Develop products



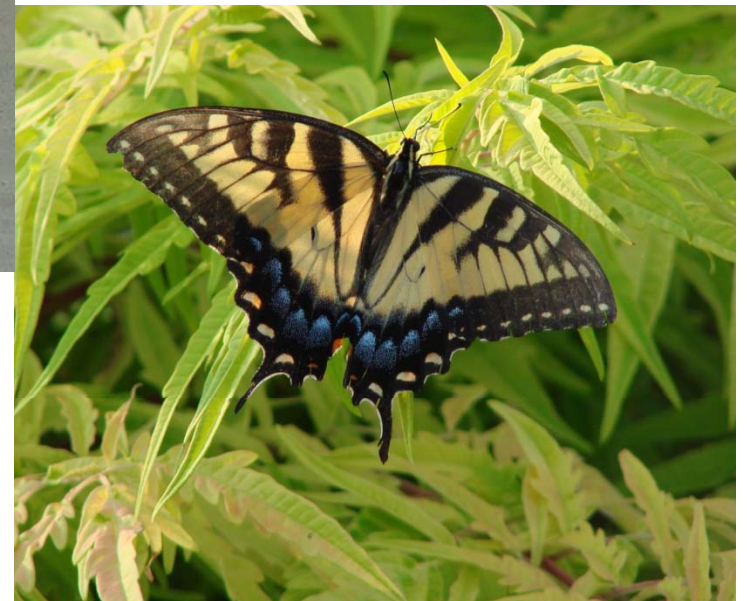
- Website
- Leaflets
- Postcards
- Letters and emails
- Videos
- Radio spots
- A play
- Regular newspaper articles or guest blogs
- Car stickers



Monitor Change



and
Report
Back





Discussion



Example of an opportunity

- The banning of jeggings, yoga pants and leggings in Devil's Lake





Photo by: Howard Lake

For more information contact me:

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