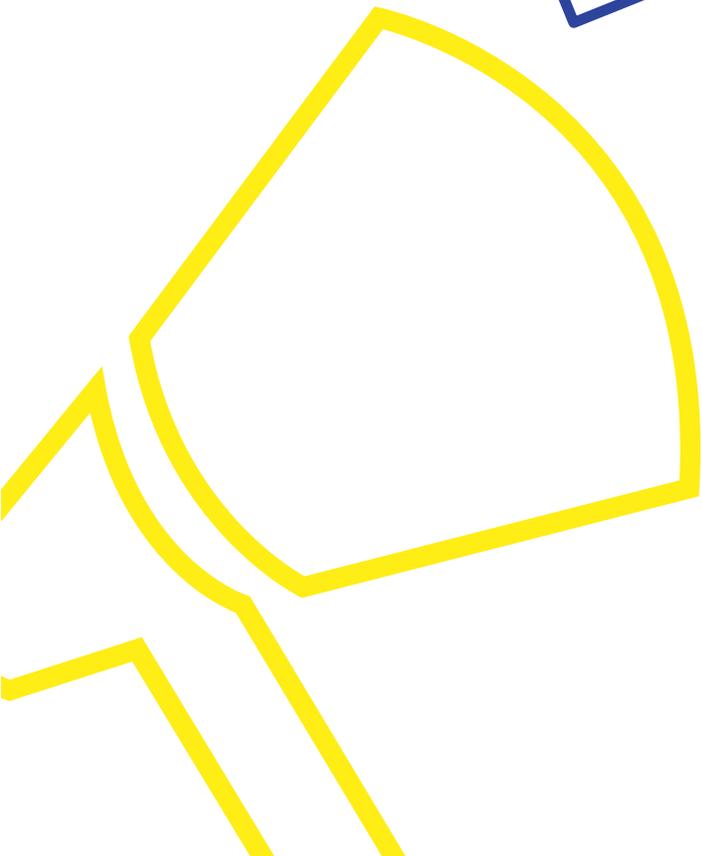
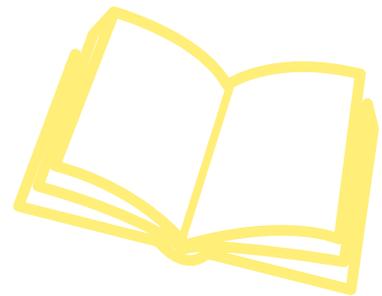
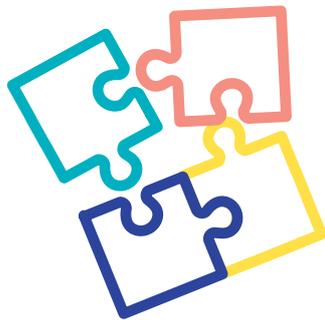
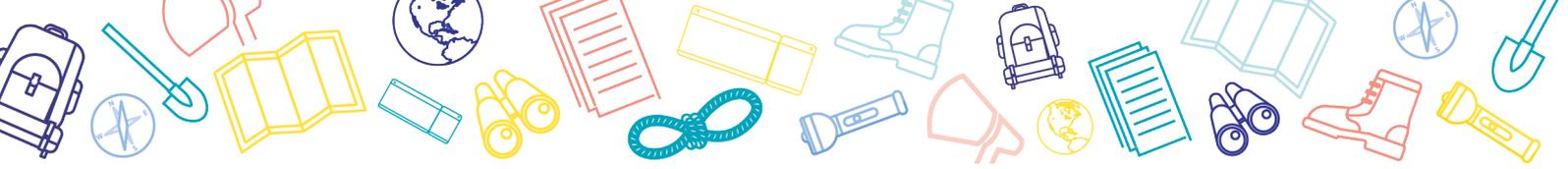


SPEAK OUT FOR HER WORLD





WHAT IS SOCIAL CHANGE?

Social change is about making a positive impact on a community, a society, or the wider world. It is about taking action to tackle one or several issues that you care about.

COMMUNITY ACTION, ADVOCACY and SOCIAL ENTREPRENEURSHIP, 3 ROUTES TO BRING ABOUT SOCIAL CHANGE

WAGGGS focuses on three routes to social change:

Community Action

You start recycling at your school by setting up recycling bins everywhere and educating your classmates on selective sorting and responsible consumption.

Advocacy

You create a local campaign to collect girls' voices and lobby your local government into banning plastic bags to reduce plastic waste.

Social Entrepreneurship

You start a business selling products made from perfectly edible food that was destined for waste at your local market.

In this Toolkit, we will be focusing only on advocacy.

WHY DO WE DO ADVOCACY?

Because...it's in our history

Girl Guiding and Girl Scouting began in 1909 when a group of girls gate-crashed a Boy Scout rally demanding a space for themselves.

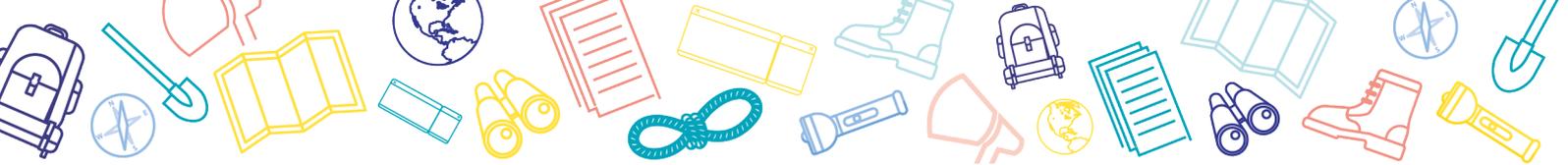
Because...we can!

Across the globe, our Movement is a powerhouse of skills, commitment and energy. We have been sending the world a strong message: that 10 million girls and young women are united and prepared to speak out for every and any girl, making sure no one is left behind. With a network like this - if we don't take a stand, who will?

Because...we should!

No country has yet achieved equality between women and men, and this remains one of the greatest injustices in the world. Advocacy is a vital way to challenge deeply rooted patriarchy and bring about the much needed change. Advocacy plays a crucial role in achieving WAGGGS' mission. By enabling girls and young women to be responsible citizens, we prepare them to take a stand against injustice on behalf of themselves and others.

To learn more about Girl Guiding and Girl Scouting visit our website www.waggs.org



FOREWORD BY INÊS GONÇALVES, PORTUGUESE GIRL GUIDE AND AUTHOR OF THIS TOOLKIT

If there is one thing I have learned as a Girl Guide for the past 15 years, it is how to pack for a camping adventure. The preparation ahead of the adventure is a common reality for Girl Guides and Girls Scouts across the Movement, as is taking action to leave the world a better place than we found it.

Speaking out for what you believe in, especially when others cannot, is one of the bravest and most powerful ways to make change. As a WAGGGS Advocacy Champion, representing the Movement of 10 million girls and young women at the United Nations, I get to inspire and be inspired by girls and young women every day. I have learned that girls' needs and lives are varied, but our drive and determination to improve the world is something we

all share.

Using WAGGGS' unique "learn by doing" method, this toolkit will guide you on your advocacy journey. With a clear, girl-led approach you will learn how to design and deliver a campaign to build the world girls deserve.

As Girl Guides, we come from a long line of change makers. Today I invite you to use your motivation, harness your talents and apply your energy into your biggest challenge yet. Together we can bring the changes we need for our world.

Pack your bag, you are off on an adventure!



FOREWORD BY ANA MARIA MIDEROS CHAIR, WORLD BOARD

Dear Girl Guiding and Girl Scouting Members and Friends,

I am both proud and excited to share this Advocacy Toolkit with members of our Movement and beyond. As champions of gender equality we already know the tremendous power girls possess. We have seen girls and young women thrive when working together to explore the issues that matter to them, lift each other up, take on real world problems with courage – and succeed.

This toolkit has been designed by young women, for young women. It serves as a step-by-step guide that anyone can use to design and deliver their own advocacy campaigns. Within a global era

of women's marches, #MeToo and #TimesUp, this Toolkit was inspired by the incredible young women in our Movement, who raised their voices and told us what they need to change their world.

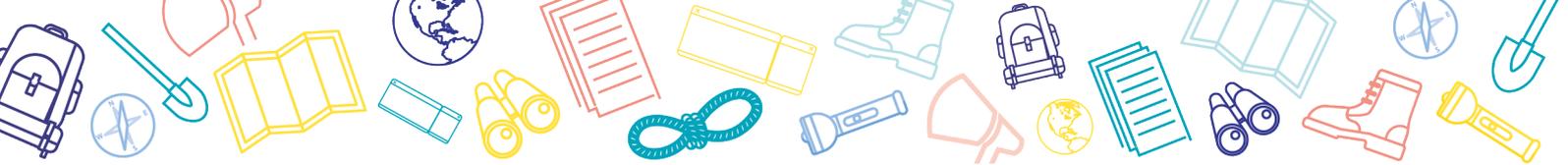
From Chile to Malta, Girl Guides and Girl Scouts have campaigned against street harassment, changed the law to end female genital mutilation, engaged in humanitarian relief efforts in refugee camps and fought for a new bill to ban plastic straws.

As part of our flagship Stop the Violence campaign, Girl Guides and Girl Scouts are currently working to end human trafficking in South Africa and to eliminate child marriage in Malaysia.

It is our mission to enable girls and young women to develop their fullest potential as responsible citizens of the world. It's our vision to create a world where all girls are valued and take action. This is why the World Association of Girl Guides and Girl Scouts invites you to speak out.

Whether your advocacy campaigns are large or small, national or local, we encourage you to use this Toolkit to shatter stereotypes and glass ceilings and run towards your future.

Together, let's speak out, for her world!



WELCOME TO THE “SPEAKING OUT FOR HER WORLD” TOOLKIT

Regardless of your understanding of advocacy, you are already an expert on your own life.

Your unique voice, motivation and strong commitment to improving people’s lives make the best starting points for this journey.

If you are looking to improve your advocacy skills, take action in your community, or help your organisation or group to start a campaign, this toolkit is for you.

Through step-by-step guidelines this toolkit will provide you with the support you need.

Real examples of girl-led advocacy initiatives from around the world will help bring the steps of this Toolkit to life and highlight the endless possibilities for change when girls and young women take action.

By the end of the toolkit you and your team will be fully equipped with the tools necessary to go out and start campaigning for change.

During your journey don’t forget to celebrate your progress with the hashtag #GirlsSpeakOut.

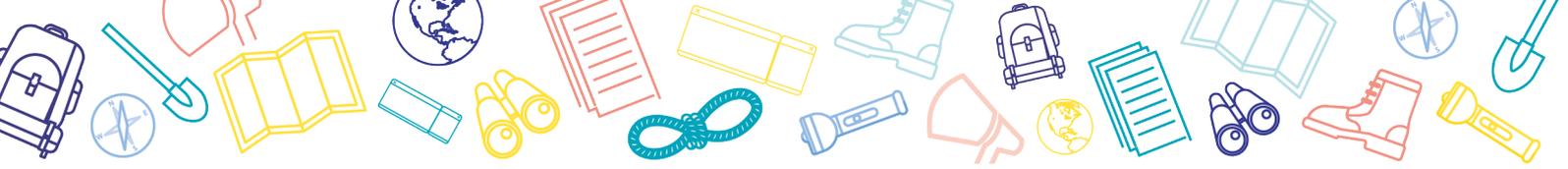
YOUR ADVOCACY JOURNEY

The following outlines the different steps you will need for your campaign. Use the checklist below to tick off completed activities. Prepare to challenge the limits of your comfort zone and have fun along the way!

CHECKLIST



<input type="checkbox"/> What is advocacy?.....	6
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<input type="checkbox"/> Step 2 – The problem.....	10
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WHAT IS ADVOCACY?

The word 'advocacy' comes from the Latin 'advocare' and literally means 'to call out for support'. Advocacy, otherwise referred to in this toolkit as 'speak out' is a concept which doesn't translate in some languages. It can be defined as an activity by an individual or group which aims to influence those in the position of power. Advocacy is also about standing up for an issue or cause you believe in.

For WAGGGS, advocacy means:

WE INFLUENCE PEOPLE

by speaking out and taking action

TO TAKE DECISIONS

for example, change policies or regulations, implement a measure, allocate funding, provide support

THAT WILL IMPROVE OUR LIVES AND THE LIVES OF OTHERS

the result we are trying to achieve.

MYTH BUSTING

There might be misconceptions about what advocacy is, and it is important to address these early on. Let's dispell some of the myths below.

Advocacy is NOT necessarily politically affiliated

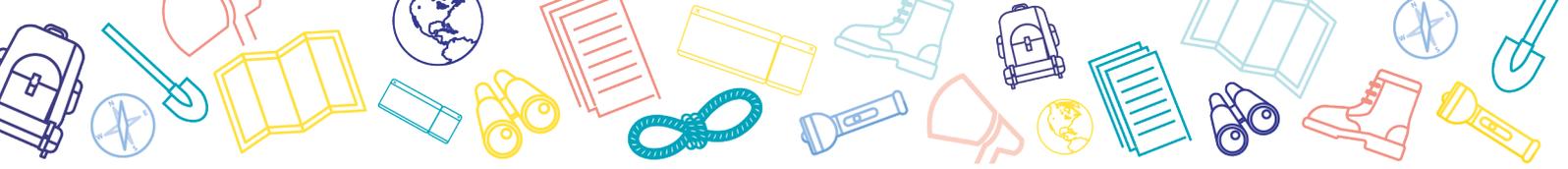
You don't have to be a politician or work with governments to be an advocate. As members of society, we all have the power and right to influence decisions that affect us.

Advocacy is NOT just for 'experts'

Anyone can be an advocate, especially young people or children. Think about school children writing a letter to their school board with a request to build a playground in the school grounds.

Advocacy is NOT only about solving global problems and implementing massive projects.

Advocacy can grow from small beginnings. Don't assume that just because your campaign is based on a simple idea, it won't make a huge difference. The results of your local actions may lead to unimaginable changes for your community. Start small but dare to dream big!



BE MINDFUL OF THE DIFFERENCE – advocacy is NOT awareness raising

It is very important to understand the difference between the two so that your goals and activities are truly advocacy-related.

Awareness raising is aimed at changing knowledge and behaviour at the individual level. Whereas advocacy is aimed at mobilising collective action, promoting policy, practice or legislative change. It is always targeted at those in positions of power, for example Member of Parliament, school headteacher, city mayor, etc.

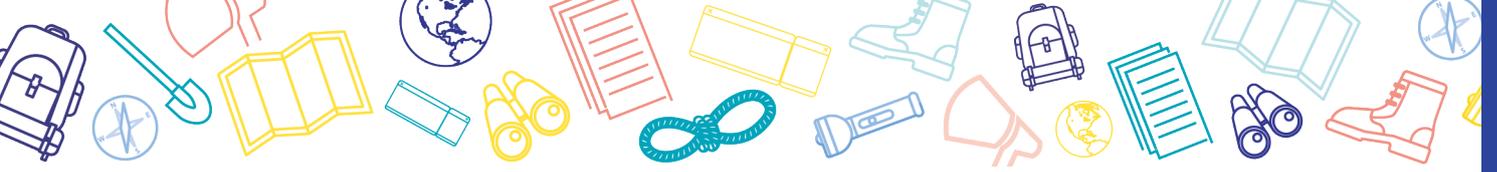
Awareness raising may be an important part of your advocacy initiative, but it is not an advocacy activity on its own.

Let's test your understanding!

Read the statements below and decide whether they describe advocacy or awareness raising.

1. Holding a meeting with community leaders and elders about why the practice of female genital mutilation (FGM) should be stopped.
2. Presenting the findings of the survey on body confidence and self-esteem at the school assembly.
3. Holding a rally to call for integration of education on gender equality and human rights in school curriculum.
4. Writing a letter to the headteacher demanding school lunch to be healthy and nutritious.
5. Distributing fliers with information on new legislation on the minimum age for marriage.





STEP 1 – STARTING POINT

“We do not need magic to transform our world. We carry all of the power we need inside ourselves already.”

J.K. Rowling,
British novelist

UNDERSTANDING YOUR STRENGTHS

Before planning a campaign and creating the transformation you want to see, you should take a closer look on the engine of change: Yourself.

Many of the skills that you will use throughout your campaign are skills you will already have from other areas of life. From organising and time management to negotiating and writing for different audiences, all of these skills will be developed and strengthened through guided activities in this toolkit.

Working either individually or as a team it is useful to think about what skills you will need for this work and assess your strengths and challenges before you begin.

PACKING FOR YOUR JOURNEY

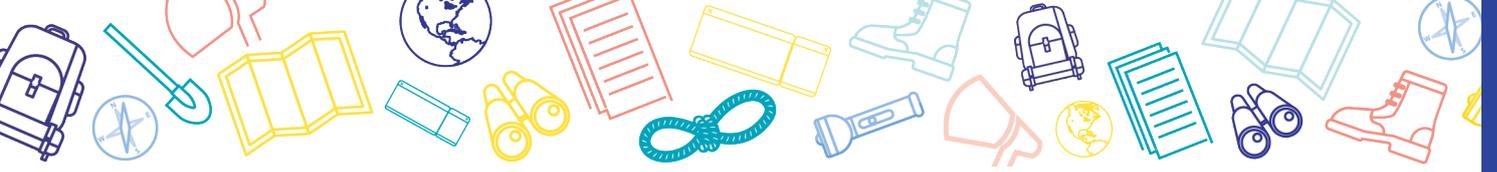
The backpack exercise on the next page allows you to reflect upon and review the skills you will need, those you already have, where you could develop your strengths and what challenges you need to overcome.

WHAT STRENGTHS DO YOU RECOGNISE IN YOURSELF?

Using the diagram below fill the backpack with your skills that will be useful for your advocacy campaign. These are your **essentials**.

WHAT DO YOU NEED TO IMPROVE?

Using the space outside of the backpack list the skills you want to **improve** to effectively deliver your campaign.



Four empty rectangular boxes stacked vertically, intended for writing a problem to address.

Examples:

- Time management
- Project planning
- Coordinating meetings
- Public speaking
- Writing for different audiences
- Networking
- Fundraising
- Enthusiasm
- Patience

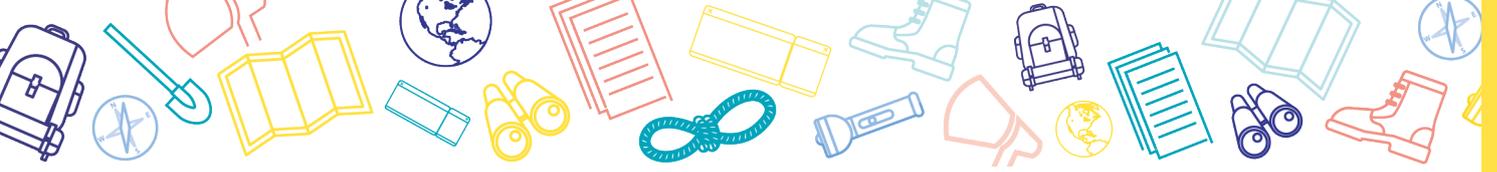
LEADING AND TEAM BUILDING :

Invite your team members to do the exercise as well. For WAGGGS, leadership is a shared journey that empowers us to work together and bring positive change to our lives, the lives of others and our wider society. When combined, the different strengths of your team will better equip you to succeed in your campaign plan. A skill that you find challenging might be something that your team mates excel in and can help you develop. Discuss with your team what opportunities you can create together to improve your skills. When working on your campaign, you should make sure you are putting your values into action and creating a positive environment for your team. Get your members, your group or your troop on board. You will need their full support!

Now pack your bag with your strengths before you identify the problem you want to address.

Check out our [Girl Guide and Girl Scout Leadership Model Summary](#) to learn more about how you can role-model empowering leadership during your campaign.





STEP 2 – THE PROBLEM

“ We may encounter many defeats but we must not be defeated”.

*Maya Angelou,
African-American poet*

WHAT DO YOU WANT TO CHANGE?

Like a compass that points you to the right direction, deciding on the problem you want to address will set the direction of your advocacy campaign. Maybe you’ve been committed to a cause for as long as you can remember and the choice comes very naturally. If not, these questions can help you consider the focus of your work.

**WHAT MAKES YOU ANGRY?
WHAT DRIVES YOU?**

**IS THERE ANYTHING IN YOUR
COMMUNITY OR COUNTRY YOU FEEL
REALLY FRUSTRATED ABOUT?**

**WHAT COULD BE DONE
DIFFERENTLY IN YOUR
COMMUNITY THAT WOULD
BENEFIT PEOPLE?**

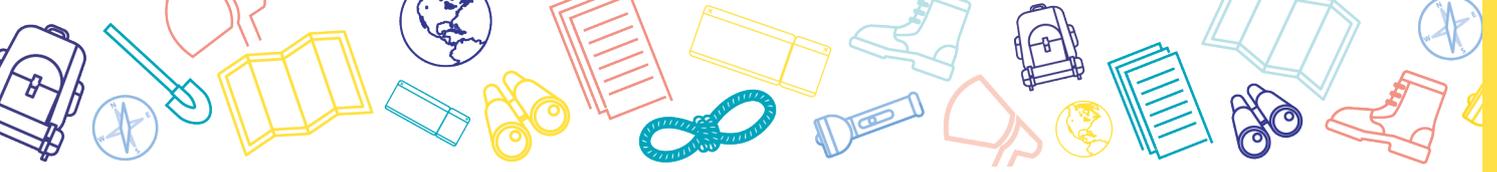
**WHAT IDEAS DO YOU HAVE TO
IMPROVE SOMETHING YOU
AREN’T HAPPY ABOUT?**



SOUTH AFRICA

In 2017, Sosukwana School Girl Guides heard about cases of human trafficking in their community. Students in Eastern South Africa were staying home because they were afraid of being kidnapped whilst walking to school.

The Girl Guide unit, composed of 32 Girl Guides aged 10-14 years old, decided to act. They identified that raising awareness of trafficking and improving the way the cases were being reported would help tackle the problem. They held a march and invited stakeholders, such as social workers, police and education officials to participate. The march brought together students along with community members, parents, and staff from departments of health, social welfare, police and transport.



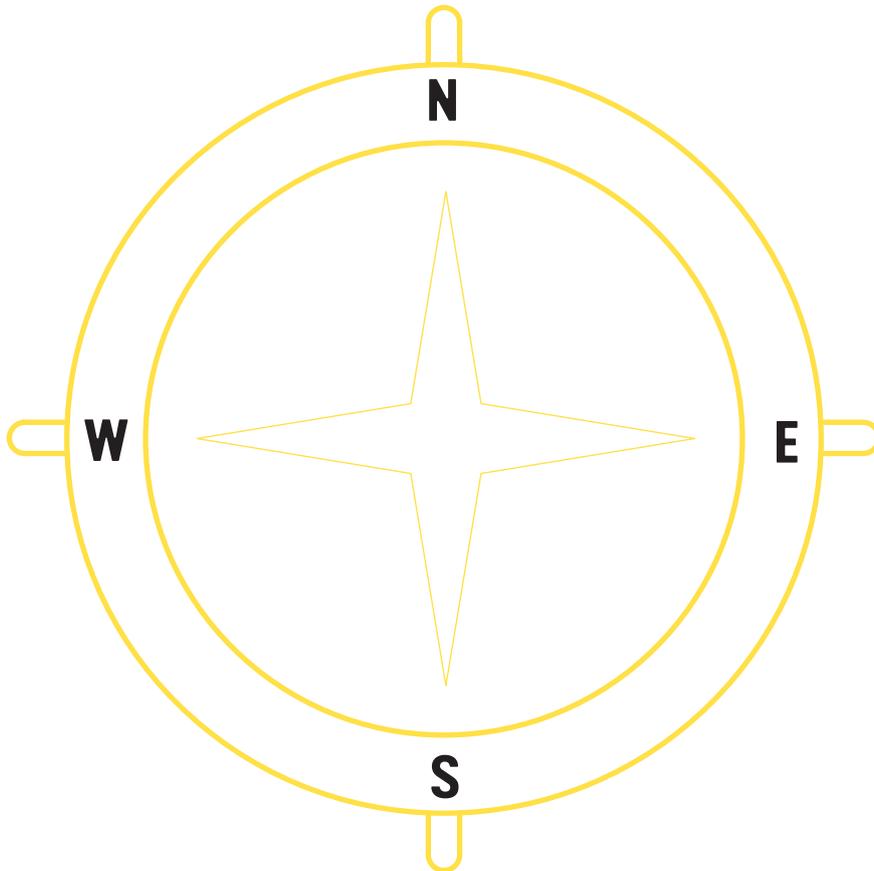
COMPASS ACTIVITY: SETTING THE DIRECTION OF YOUR CAMPAIGN

1

Brainstorm issues you would like to work on with your team. Some of your ideas might seem impossible just because no one has ever tried them before. Don't be afraid to be the first!

2

List the problems suggested around the compass.



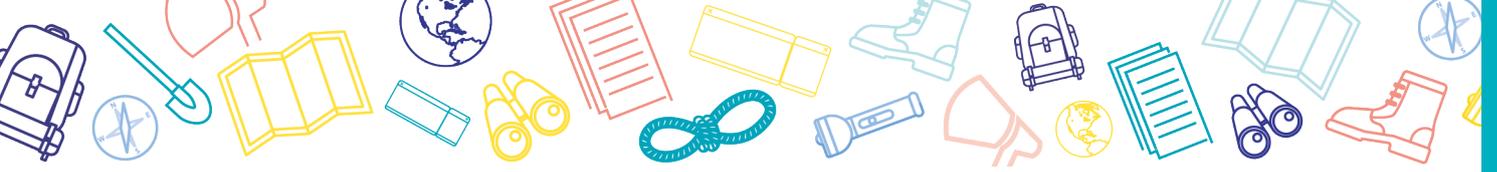
3

Pressure testing your problems:

- ✓ Is it currently affecting your community?
- ✓ Are you incredibly passionate about making change in this topic?
- ✓ Do you believe you can make a difference about it?
- ✓ Does the whole team feel motivated to work on it?

4

Once you have reached a decision as team about what issue to develop your campaign on, direct your compass needle towards the chosen topic. You have just set the direction of your campaign and are ready for the next step.



STEP 3 – IDENTIFY THE ISSUE

“Passion is the bridge that takes you from pain to change”

Frida Khalo,
Mexican painter

Now that you have chosen the problem, it is time to get more specific. The problem is too large to tackle all at once, which is why you need to identify a specific issue. For example, if your problem is ‘fewer girls than boys attend school in my community’, your specific issue could be ‘the road to the school is not safe for girls’.

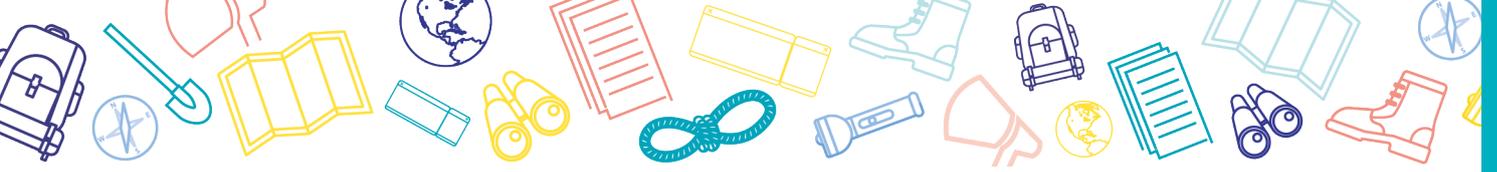
The Problem Tree, a visual mapping activity, will help you dig deep to identify the root causes and effects of the problem and a shovel is the tool you need to do so. By seeing the bigger picture and understanding the context of the issue, you will be able to decide on how to direct your campaign efforts in the right direction.



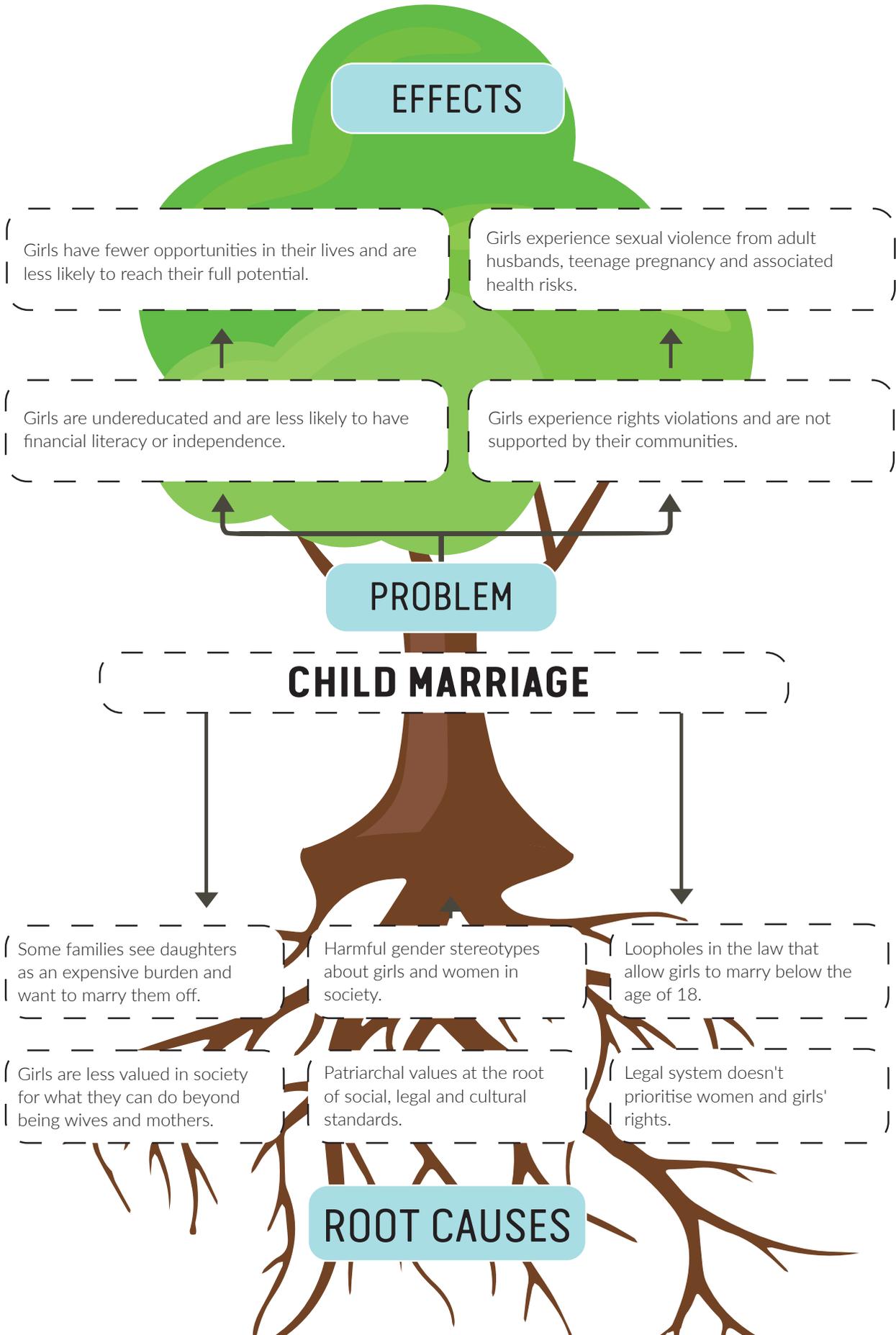
EXAMPLE : MALAYSIA

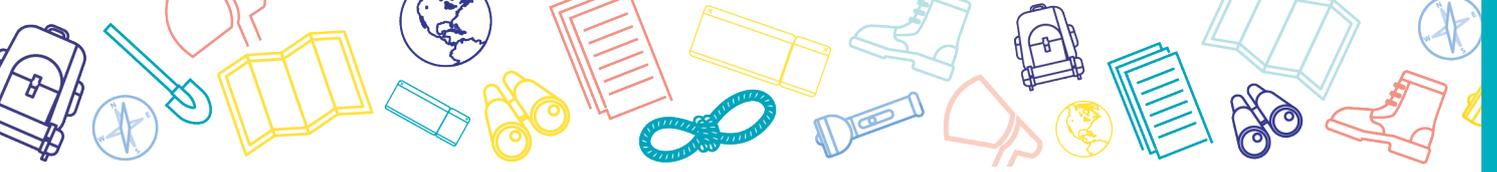
When an 11-year-old girl was forced to marry a man nearly three times her age in 2018, young women from Girl Guides Association of Malaysia (GGAM) refused to stay silent. They took advantage of the media spotlight on the story to build an advocacy campaign to end child marriage.

Through their research the girls and young women realised existing legislation had loopholes that made it legal for children to marry in some areas of Malaysia. Their #nobridesunder18 campaign has been hugely successful, and jointly with other groups, has secured 156,000 petition signatures. Forty Girl Guides joined efforts with other activists in a protest outside the Malaysian parliament, where the girls carried placards and banners and chanted slogans such as, “Hey hey, ho ho, child marriage has got to go”.



Check below how they identified their issue using the Problem Tree. Starting with the problem, the girls dug down to explore the root cause. There are usually several causes of one problem. For each cause at the girls went deeper to uncover why they felt the problem occurred. At the top of the tree the girls identified the consequences or 'fruit/leaves' of the problem.





Using the problem you and your team decided to build your advocacy campaign on, complete the Problem Tree below. Take time to analyse and share your thoughts.

1

What exactly is your problem?

Put your problem in the middle of the tree trunk. State it in one sentence and try to include the context of your community.

2

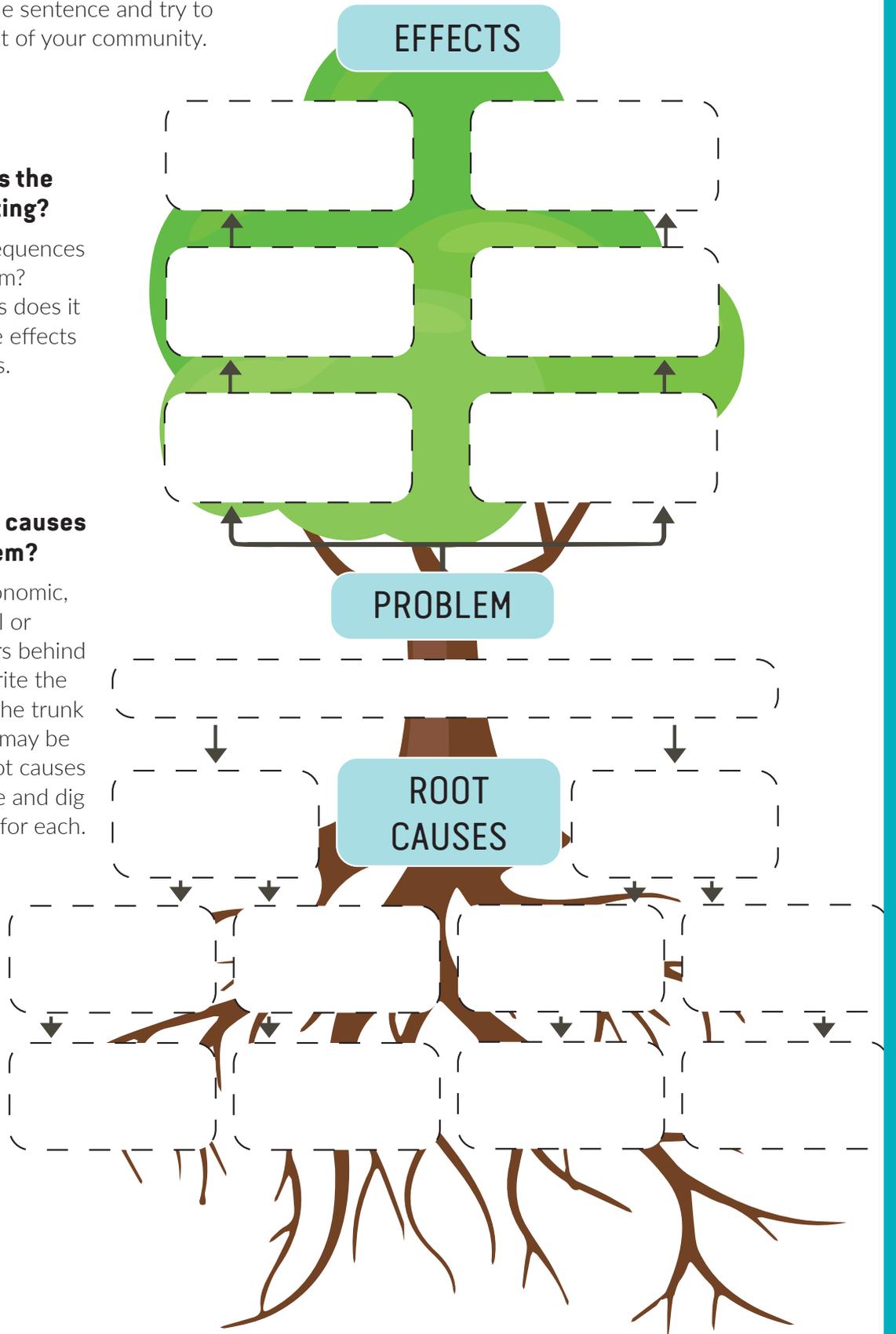
What effects is the problem creating?

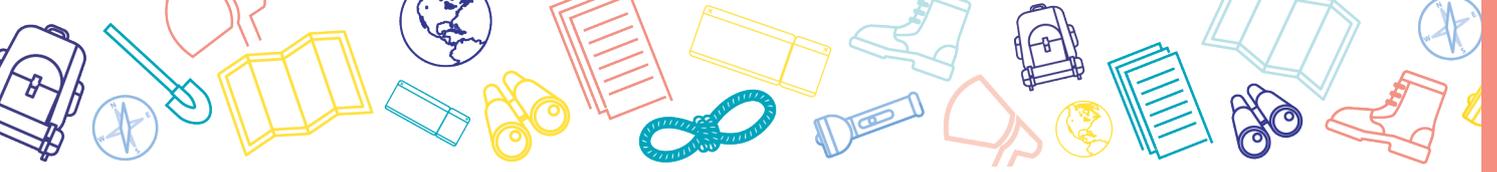
What are the consequences of this problem? What further issues does it cause? Write these effects in the leaves.

3

What are the root causes of this problem?

What are the economic, social, political or technological factors behind your problem? Write the root causes under the trunk. Remember, there may be several different root causes so explore each one and dig as deep as you can for each.





STEP 4 – RESEARCH: UNDERSTANDING YOUR CONTEXT

“Research is formalised curiosity.”

*Zora Neale Hurston,
African-American author and human rights activist*

Reading the news is an essential way to stay informed about what is happening around the world. In this step, you will learn that success of your advocacy work depends on the information that is accurate and reliable. You will also explore what has already been done about the issue you identified, both locally and globally.

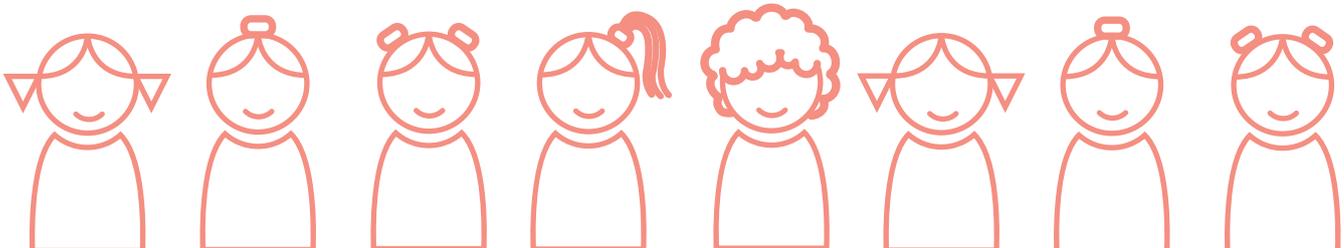
THE POWER OF EVIDENCE

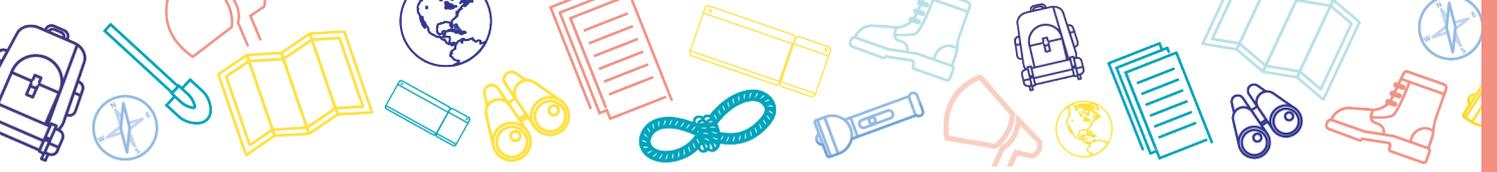
To prove the issue you identified is a genuine concern that needs to be addressed you will need evidence. Facts and statistics are some of the most powerful ways to demonstrate how serious the issue is, either in scale or how severe the outcomes are. Having strong evidence will encourage others to support your campaign.

Where to find information on your advocacy issue:

- ▶ Start with simple keyword searches online to see what you can learn about the issue and see if any initiatives to address it already exist.
- ▶ Look for statistics and research produced by government bodies, United Nations agencies, universities and civil society organisations.
- ▶ Look for interviews or articles by people affected by the issue so you can better understand their opinions and personal experiences.

These sources will provide credibility to your arguments and help justify your advocacy efforts.





If you cannot find the data you need, you can run your own consultation with the target group. For example, you will need to consult girls in rural community if your campaign is targeting issues affecting girls' access to education in remote areas.



KENYA

As part of their 16 Days to Make Girls Heard campaign, Kenyan Girl Guides conducted their own research on female genital mutilation (FGM).

Among the key findings was the fact that health officials were the ones carrying out the practice of FGM. They also found that the lack of knowledge about the reporting process meant that many crimes were not being brought to justice. The results were published in the media and used to shape the future steps of the campaign.

POLICY AND LEGISLATION

Essential to your research is understanding the existing policies related to your campaign issue.

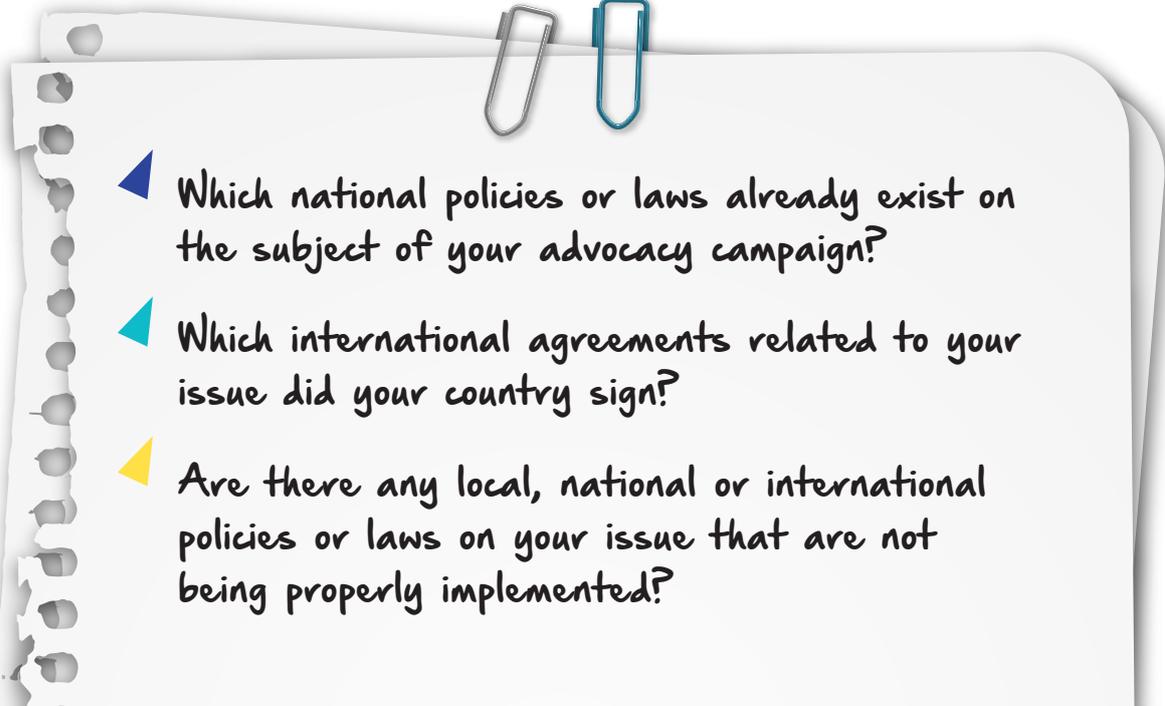
A **policy** is a commitment to a course of action by a decision-maker to achieve a certain goal. It outlines what a government is going to do and how, for example a National Plan of Action on combating trafficking. National policies are usually developed by a government department.

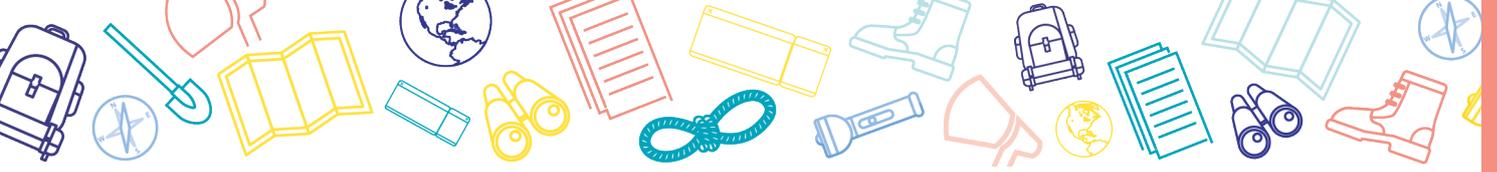
Law (or legislation) is a system of rules that are created and enforced to regulate behaviour. It is enacted by the legislative body, e.g. Parliament.



Your findings will help you see the progress your community or country has already made and where further work needs to be done. Sometimes there may not be a relevant policy or legislation in place. Equally, governments may have made commitments but not taken any action. Finding this out will help you decide what action you want to take.

To help you plan your advocacy campaign, research the following:

- 
- ▶ Which national policies or laws already exist on the subject of your advocacy campaign?
 - ▶ Which international agreements related to your issue did your country sign?
 - ▶ Are there any local, national or international policies or laws on your issue that are not being properly implemented?



INTERNATIONAL POLICY

Make sure that your advocacy campaign is strongly grounded on the principle of human rights. Human rights are the fundamental rights and freedoms that belong to every single one of us, no matter where we live. For example, if girls cannot attend school, this undermines their right to education.

Most national governments have already made commitments to international policies relating to human rights, sustainable development, environmental protection and global peace agreements.

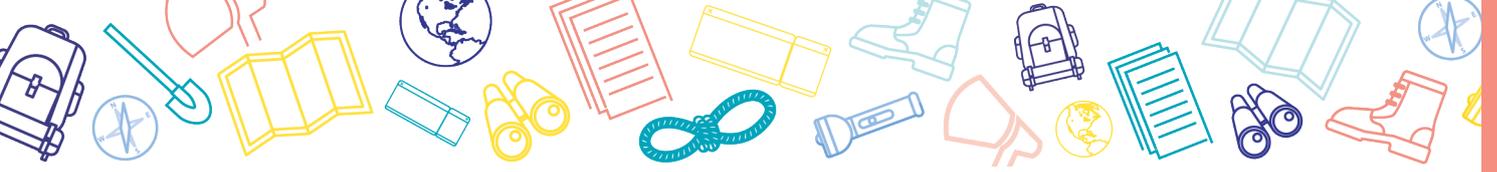
The most recognised human rights documents and policies, particularly relevant for promotion and protection of girls's rights are:

- ▶ Universal Declaration of Human Rights (UDHR)
- ▶ Convention on the Rights of the Child (CRC)
- ▶ Convention on the Elimination of all forms of Violence against Women (CEDAW)
- ▶ Beijing Platform for Action
- ▶ International Covenant for Economics, Social and Cultural Rights
- ▶ International Covenant for Civil and Political Rights
- ▶ Paris Agreement
- ▶ Youth2030: The United Nations Strategy on Youth
- ▶ The 2030 Agenda for Sustainable Development (see p.18)

1. <http://www.un.org/en/universal-declaration-human-rights/>
2. https://www.unicef.org/crc/files/Rights_overview.pdf
3. http://www.un.org/en/genocideprevention/documents/atrocity-crimes/Doc.21_declarati%20on%20elimination%20vaw.pdf
4. <http://www.un.org/womenwatch/daw/beijing/platform/>
5. <https://www.ohchr.org/Documents/ProfessionalInterest/ccscr.pdf>

6. <https://www.ohchr.org/en/professionalinterest/pages/ccpr.aspx>
7. <https://www.ohchr.org/en/professionalinterest/pages/ccpr.aspx>
8. <https://www.un.org/youthenvoy/youth-un/>
9. <https://sustainabledevelopment.un.org/content/documents/21252030%20Agenda%20for%20Sustainable%20Development%20web.pdf>





ORGANISING YOUR RESEARCH

To bring everything you have learnt together in one place, imagine that your local newspaper chooses to publish the issue of your advocacy campaign on the front page. Fill in the template with the most relevant findings of your research.

ADVOCACY RESEARCH // ISSUE 1 // VOLUME 1

OUR NEWSPAPER

WHAT IS HAPPENING?

INTERNATIONAL TREATIES

WHAT IS BEING SAID ABOUT IT?

BY

BY

BY

POLICIES FOUND:

- ✓
- ✓
- ✓
- ✓
- ✓

THE PROBLEM IN NUMBERS

%

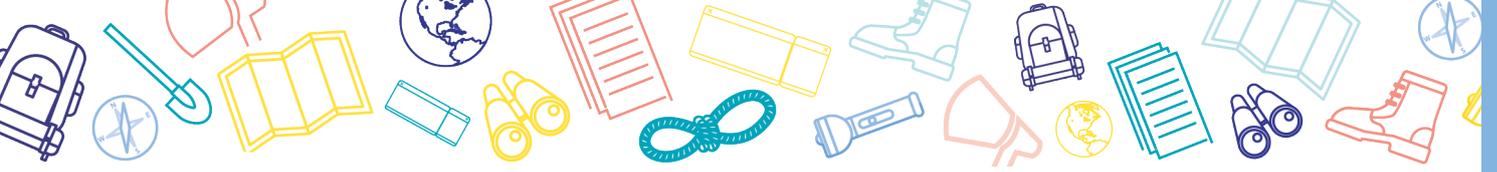
SOURCE _____

%

SOURCE _____

GOAL: _____





STEP 5 – GOALS AND OBJECTIVES

You can never leave footprints that last if you are always walking on tiptoe.”

*Leymah Gbowee,
Liberian Nobel Peace Prize winner*

Now that you have identified the issue you want to build your campaign around, the next step is to set clear goals and objectives to achieve the change you want.

GOAL : The goal of your campaign is the long-term change you want to see.

For example: End harassment of girls on school buses

OBJECTIVE: An objective is a specific, short-term result that is achieved within your project cycle and that contributes to your goal.

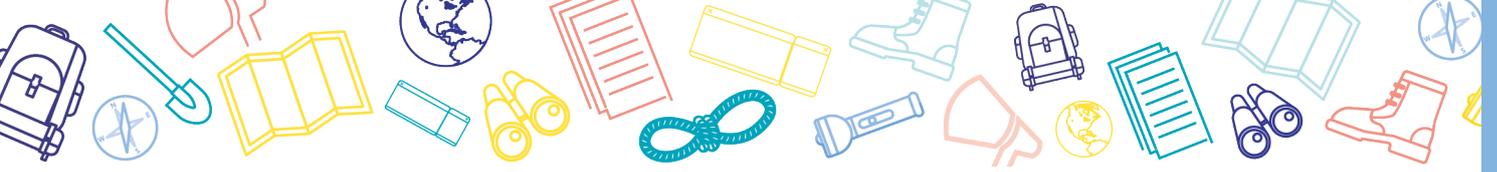
For example: Lobby Ministry of Education and Ministry of Transport to introduce obligatory gender-based violence prevention training for school bus drivers within 2 years.

Your objective should be bold enough to make a difference on people’s lives and to inspire others to act.

Your campaign needs short term objectives that are **SMART**

S	PECIFIC	Providing a clear description on what needs to be achieved.
M	EASURABLE	So you can track your progress. The more precise, the easier to measure success.
A	CHIEVABLE	Is it possible to achieve it, considering your context and existing resources.
R	ELEVANT	The objective should fit your vision and respond to a real need of your campaign.
T	IME-BOUND	Deadlines provide a timeline and sense of urgency to meet them.





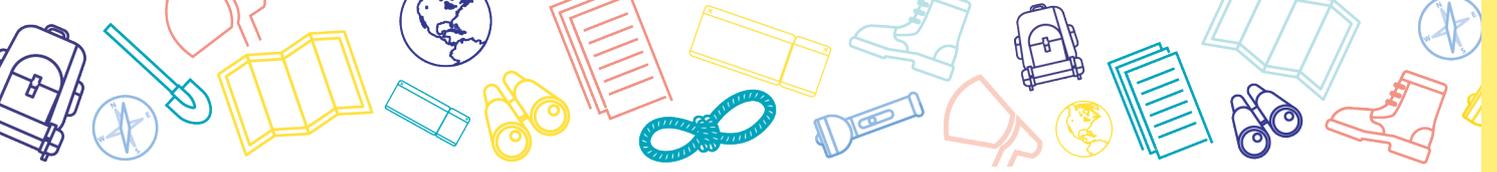
EXERCISE: SETTING SMART OBJECTIVES

With your advocacy objective in mind, use the chart below to make it SMART.

S M A R T

This campaign aims to	How will you measure progress to know if the goal was reached?	Is it realistic to achieve it? How? Do you have enough time, resources?	This goal is important because...	What is the deadline set for your campaign objective to be reached?
Example				
Ban single-use plastic bags given out in supermarkets	When there is new legislation prohibiting distribution of plastic bags in supermarkets	Petition Environmental educational material Meetings with local decision-makers	It will create a dramatic decrease of plastic bag distribution in my community and reduce high levels of plastic bag pollution	One year from now
Objective 1				
Objective 2				





STEP 6 – IDENTIFYING YOUR TARGET AUDIENCE

"Advocacy is more than a word, it is a call to action. A call to highlight the needs and reach those who can help fulfill those needs."

Jayathma Wickramanayake,
United Nations Youth Envoy from Sri Lanka

Encouraging people with power or influence to support your campaign is key to its success. Before you begin to advocate you have to identify the people you need to influence. The decision-makers who have power and responsibility in relation to your advocacy issue are your **target audience**. In this step, you will use your binoculars to search for the right individuals or groups to reach with your message.

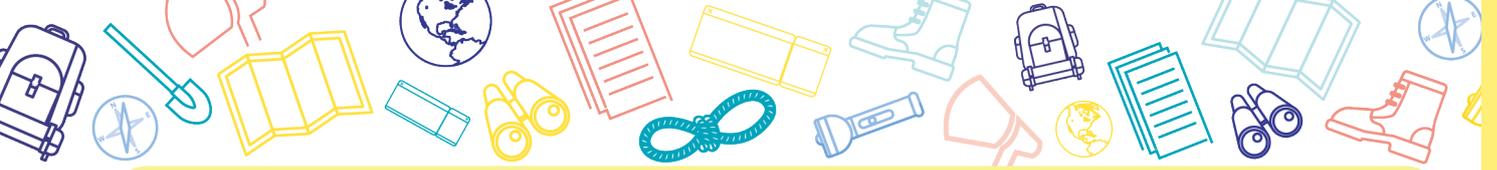
The target audience is divided into two groups:

PRIMARY AUDIENCE	SECONDARY AUDIENCE
<p>Individuals/groups with the power to make the desired changes happen</p>	<p>Individuals/groups who have access to and/or influence over decision-makers (primary audience).</p>
<p>Examples:</p> <ul style="list-style-type: none"> ▶ Community and religious leaders ▶ Political leaders ▶ Elected officials ▶ Legislators ▶ Headteachers ▶ CEOs (heads of companies or organisations) 	<p>Examples:</p> <ul style="list-style-type: none"> ▶ Officials in the government ▶ Human rights organisations ▶ Opinion leaders ▶ Media ▶ Religious groups ▶ Parents' groups ▶ Family or peers of primary audience ▶ General public

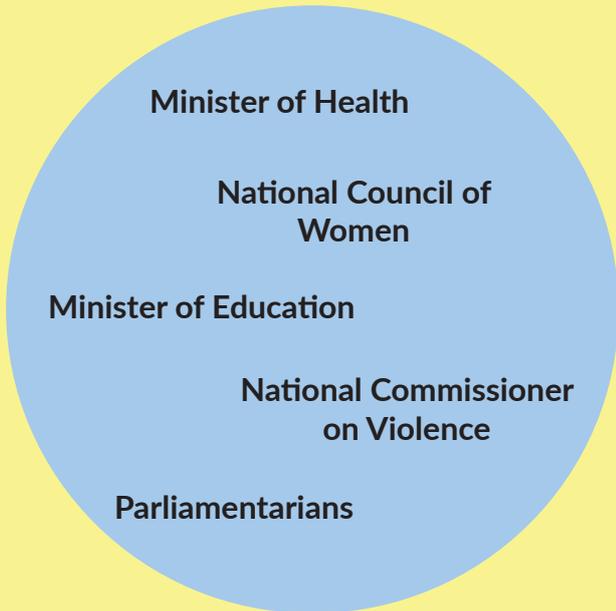


MALTA

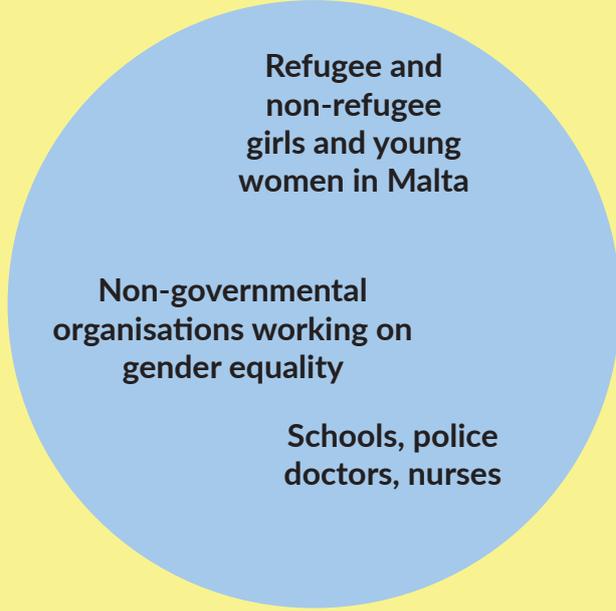
In 2013, Girls Guides from Malta created an advocacy campaign after nurses and medical practitioners among them recognised many of the refugee women they treated had experienced FGM. At that time there was little awareness of FGM, so they decided to raise awareness and delivered training to police, doctors and teachers. As there were no policies or laws addressing FGM in their country they decided to lobby the government to make it illegal. With the support of the communities they had educated on the issue, they pressured the government to create legislation making it illegal to carry out FGM in Malta.



PRIMARY AUDIENCE WITH POWER TO MAKE CHANGES



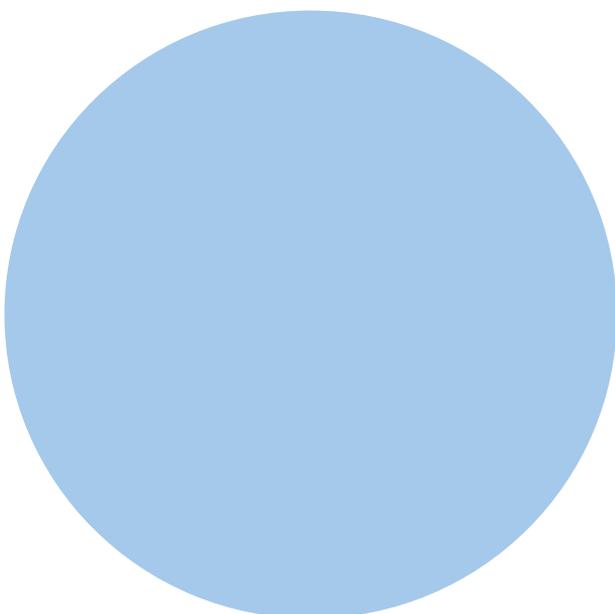
SECONDARY AUDIENCE WITH POWER TO INFLUENCE



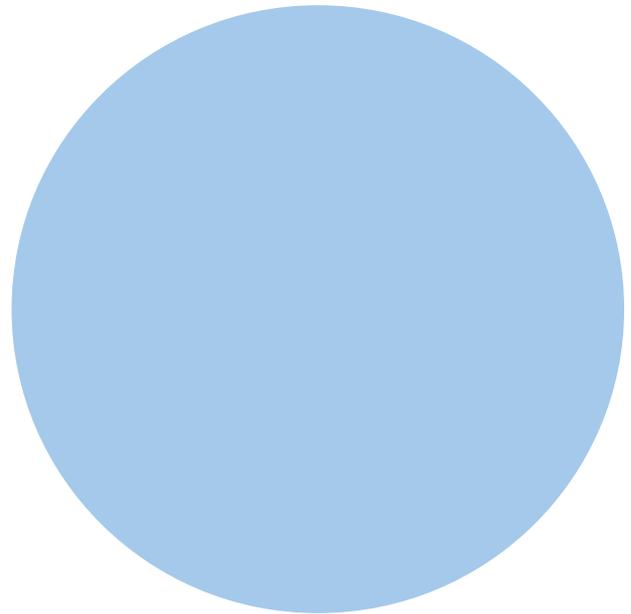
Now, let's identify the target audiences for your campaign. To do this, you need to have a good understanding of the decision-making system in relation to your campaign. If you need to, go back to step 4 Research where you looked at the wider context of the issue, including policies and data.

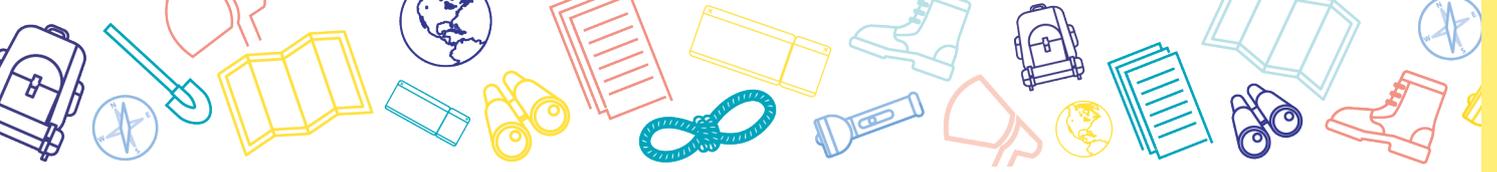
Write down in the circles below which individuals or institutions are likely to have influence over the issue.

PRIMARY AUDIENCE WITH POWER TO MAKE CHANGES



SECONDARY AUDIENCE WITH POWER TO INFLUENCE





To narrow down the list of the potential target audience you identified above, write down the stakeholders (individuals or institutions) on the cards.

Use one card per individual or institution.

Cross out the card if you have answered 'NO' to one of the questions below.

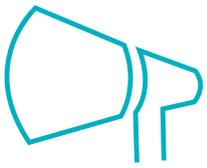
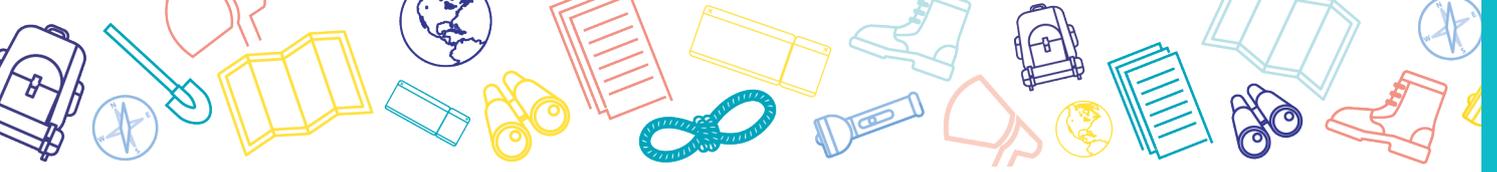
- Does this individual/institution have the power to bring about change or influence the people in power who do ?
- Is this individual/institution likely to support the changes you would like to see?

WHO IS WHO?



Which cards are not crossed out (these will be the cards that answered 'Yes' to both questions)? Those are the decision-makers and influencers who will be the key target audience in your campaign. Creating a profile for each decision-maker or influencer will help you better identify the best way to approach them for support.





STEP 7 – MESSAGE

*“When the whole world is silent,
even one voice becomes powerful”*

*Malala Yousafzai,
Pakistani Education Advocate and Nobel Prize Winner*

Words can be very powerful weapons of change. Think about all the books that have inspired you or speeches that have changed the path of history. An advocacy message is a combination of words that together express a powerful idea.

Your advocacy message should state the problem, the vision of your campaign and inspire people to take a stand. It should be easy to understand and remember. Now when you know your target audience, you should craft your advocacy message for your specific audience. If you have different target audiences, then you should tailor your messages to each.

To create an appealing message, you should:



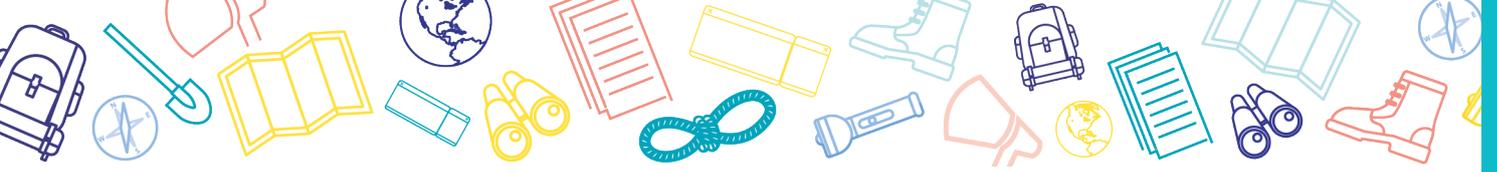
1. Appeal to the **HEAD**: what is the problem? What would be the result if things changed? Explain the positive effects of your campaign and how everyone will be better off. What will happen if the proposed change doesn't take place?



2. Appeal to the **HEART**: Why should people care about the issue? How are people, particularly those whose voices are not being heard, affected by the problem?



3. Appeal to the **HANDS**: What can people do? Give a clear call to action that will inspire people to act.



NAME IT

Don't forget to give your campaign a name. Ideally the name should be short, easy to remember and pronounce and reflect the objective of the campaign.

Strong messages are:

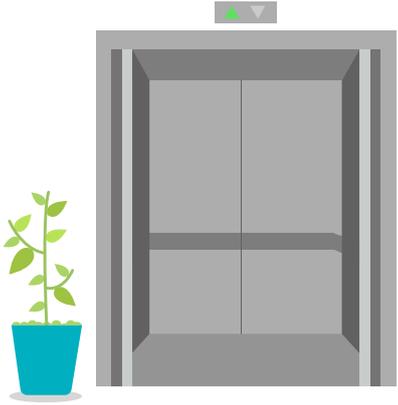
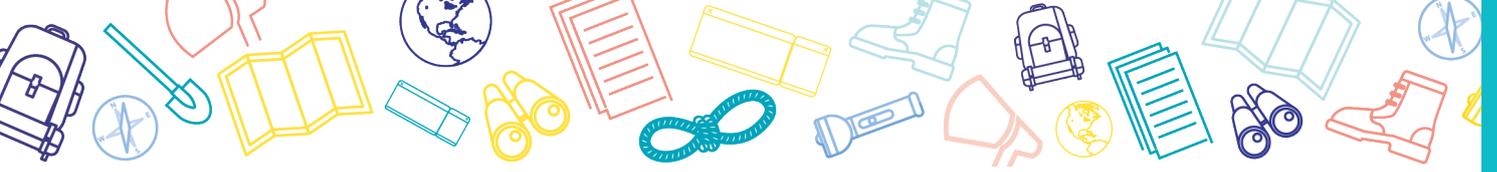
- ▶ **SIMPLE**
- ▶ **SOLUTION FOCUSED**
- ▶ **EVIDENCE-BASED** – USE FACTS AND FIGURES
- ▶ **APPEALING ON A PERSONAL LEVEL**
- ▶ **APPROPRIATE FOR THE AUDIENCE**

Draft three key messages of your campaign:

- 1.
- 2.
- 3.

Read through your drafted messages. Do they fit the above criteria?





EXERCISE: ELEVATOR PITCH

This exercise will help you deliver a clear message in a short amount of time. An elevator pitch is a brief, persuasive speech that you use to spark interest in your campaign, and is delivered in the time it takes to complete an average elevator ride. Imagine you find yourself sharing the elevator with the one decision-maker who could make a difference. It might be the only opportunity to introduce your campaign and call to action.

Use the table below to write your elevator pitch.

PROBLEM STATEMENT	EVIDENCE	EXAMPLE	ACTION REQUIRED

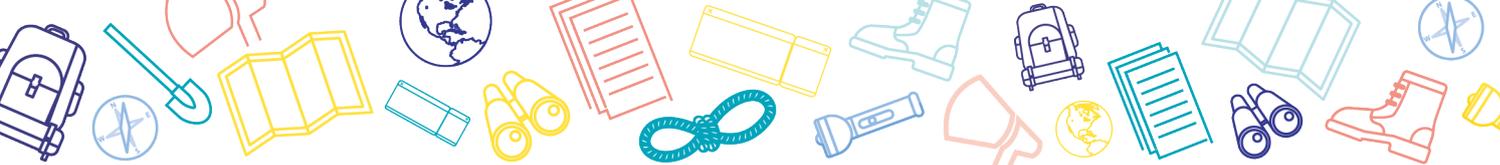
Use one or two sentences per column, then cut any information that is not essential.

You have only **ONE MINUTE** to deliver your message.

TIP: PRINT YOUR KEY MESSAGES. If you can, make sure you have short leaflets or other printed resources to hand out to potential supporters, influencers or decision-makers. They should include your key messages and contact information.

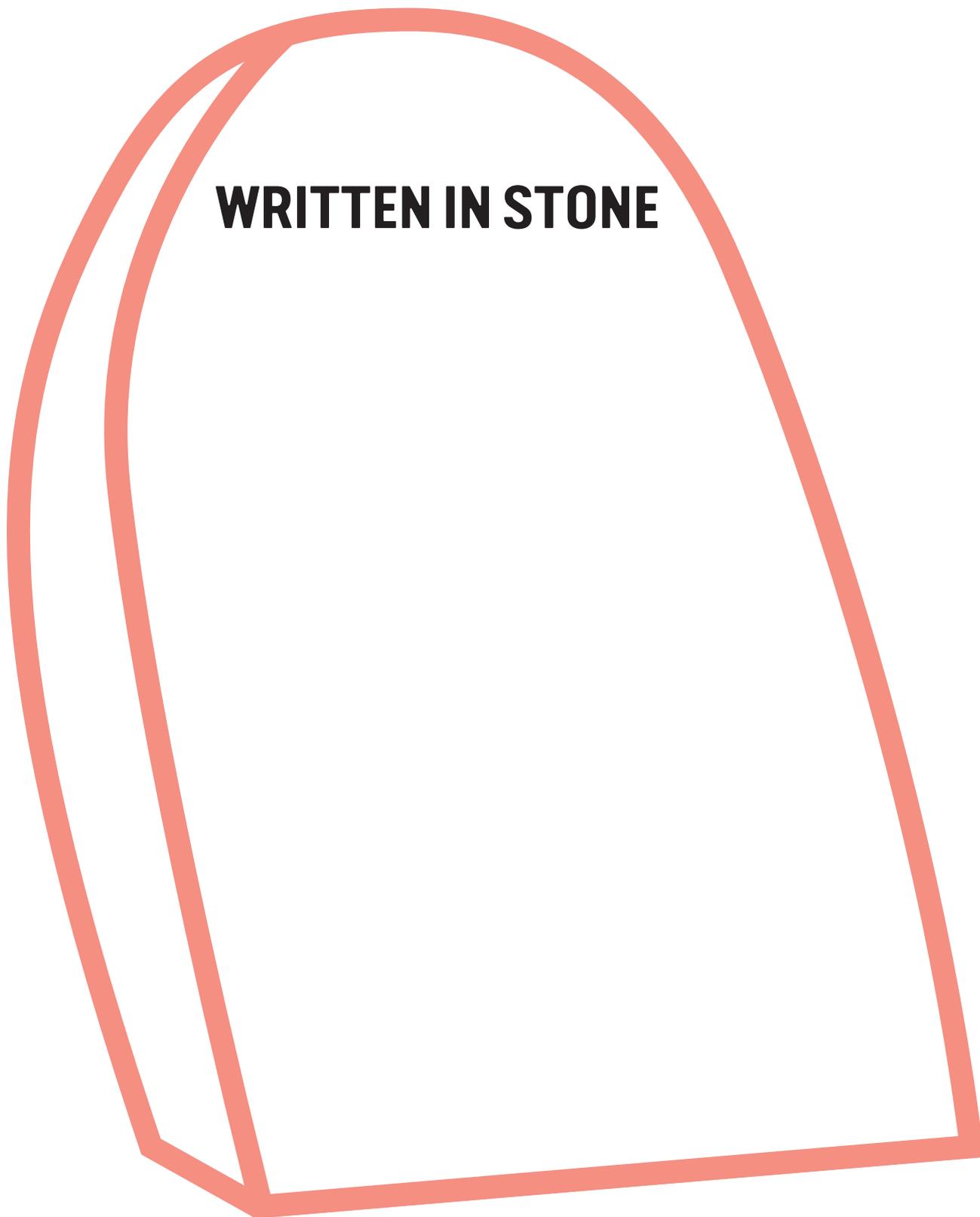
For example, WAGGGS created a leaflet showing evidence and calls to action on its #OurStreetToo campaign to end street harassment. You can see it here:





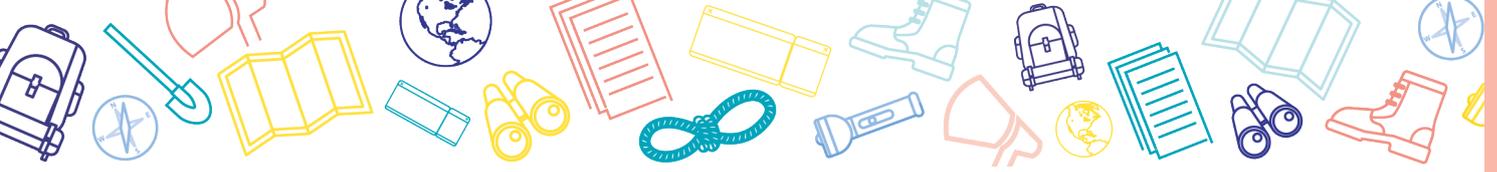
WRITTEN IN STONE

Advocacy always stands on the grounding principle of human rights. Look back at your supporting human rights frameworks from Step 4. Write down the specific and relevant articles or paragraphs on the stone to use in any campaign method you choose.



Hold your decision-maker to account by reminding them of human rights frameworks they/the government have already committed to.





MALTA

Take a look at how Girl Guides in Malta lobbied their primary audience decision-makers (step 6).

MINISTER OF EDUCATION



Held a meeting to discuss integration of education on gender-based violence and healthy relationships in the national school curriculum

MINISTER OF HEALTH



Due to their efforts in eradicating FGM, they were asked to organise a seminar on the anti-FGM law implementation

NATIONAL COMMISSIONER ON DOMESTIC VIOLENCE



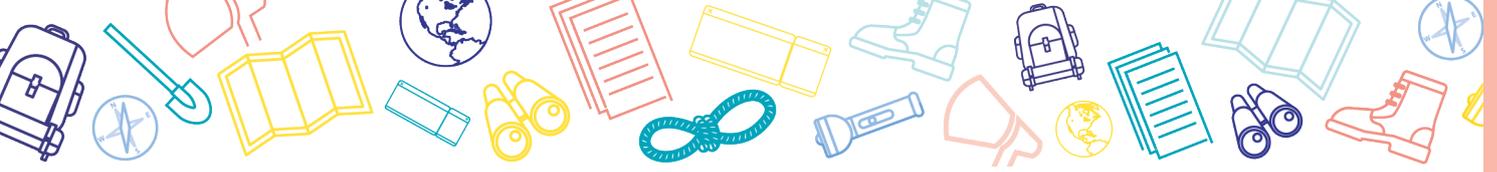
Handed recommendations on how to tackle domestic violence and created a strong relationship with this decision-maker



TIPS FOR LOBBYING:

Much of lobbying takes place through face-to-face meetings, so you need to prepare well for the meeting with the decision-maker.

- ▶ In your initial correspondence via email, letter or phone, use your Advocacy Message to outline the issue, your goals and objectives.
- ▶ You need to be clear why they should be involved in your campaign, what you bring to the table and how they can help, for example:
 - Propose a recommendation or a resolution in current debates on policy/ legislation;
 - Try to reverse decisions that undermine your campaign issue
 - Prioritise your campaign issue in their agenda by allocating time and resources
- ▶ Do your homework well – you should know views of your decision-maker on the issue
- ▶ Be a credible source of information and demonstrate your expertise in the area. This makes people listen to you.
- ▶ Expect the people you are trying to influence to not always agree with you. If it happens, don't get into an argument.



KENYA

Kenya Girl Guides successfully advocated with the Ministry of Education to integrate lessons on gender-based violence in the school system in Kisumu. With additional funding from UN Women, the Girl Guides developed a policy brief on the gaps and challenges in implementing the existing laws to address violence against women and girls (VAWG), which was submitted to the government and shared with the media.

DINNER WITH DECISION-MAKERS

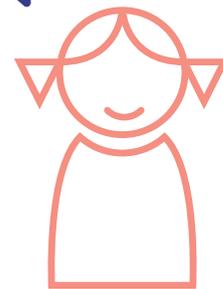
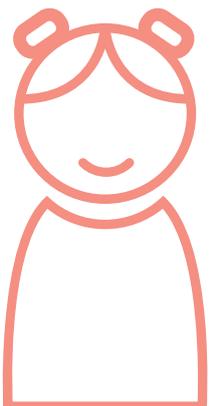
Imagine you invite your decision-makers for a dinner to present your advocacy campaign. Surprisingly, they all confirm. With your team, perform a role play recreating this dinner.

Some of you will play the real decision-makers and stakeholders identified in Step 6. Use their Profiles to predict their behaviours and attitudes during the conversations. The other team members will be able to practise their lobbying skills. Think about potential dialogues happening between each others. Try to include challenging questions and statements such as:

**“I COULDN’T DISAGREE
WITH YOU MORE.”**

**“WHY SHOULD I
SUPPORT YOUR
CAMPAIGN?”**

**“TELL ME MORE ABOUT
YOUR EVIDENCE.”**





CAMPAIGNING

Campaigning, also called ‘mobilising’, is the advocacy method that aims to persuade the general public to support your campaign to put pressure on decision-makers. If decision-makers see that your campaign is supported by a large number of people, they are more likely to bring about the change you want to see.

Campaigning activities can be small initiatives or large events. They must include a clear message and simple action for the general public to participate in. These activities should provide an opportunity for your supporters to engage in your campaign and feel part of the change.

Advocating for change can be fun and creative!

Here are some campaigning activities to get you inspired:

Debates and public meetings

Invite different stakeholders from your community to discuss your campaign issue. This will be an opportunity to involve a wider community and change the way they think and talk about the issue. It also provides an opportunity to meet and engage with experts in the field, adding credibility to your recommendations.

Rallies or marches

This type of action will make your campaign visible. It will also bring people together and allow your supporters to take a stand for your cause and add their voices. Remember, you might need to get permission from your local authorities to organise a march and will need to carry out a risk assessment and have first aiders on hand to make sure everyone stays safe.

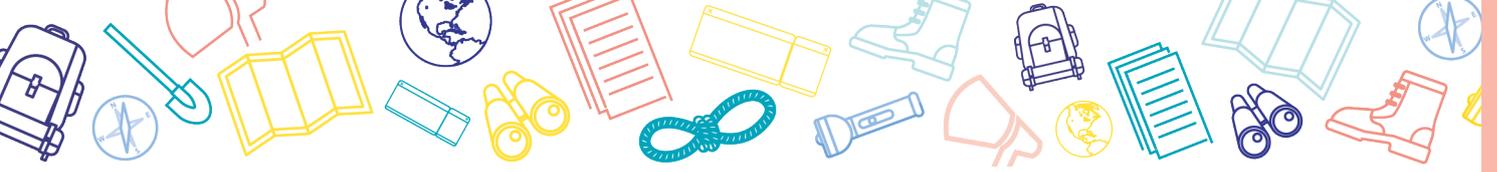


PERU

Girl Scouts of Peru staged a flash mob in the most important public square of the country - Ayacucho's Plaza Mayor. They gathered supporters and marched with noisy rattles and whistles calling for the end of violence against girls.

As a result of their creative approach, they gained the attention of the public and were able to persuade the Minister of Women's Affairs and Social Development to add her voice to their campaign, reinforcing its strength.





Concerts, film festivals and theatre productions

Art provides a safe space to explore sensitive and challenging topics. Whether through poetry, music, paintings, theatre or dance, the arts have proven to be a good method for engaging people and communities in dialogues and building understanding and support for an issue. For example, turning the complex research findings into a performance is likely to get more support as it cuts across different audiences irrespective of age, level of education, etc. Organising events like these can also be an opportunity to fundraise.

Petitions

Asking your supporters to sign a petition is one of the best concrete actions to show decision-makers the strength of your campaign. A petition is a document signed by a large number of people demanding certain action from the decision-maker. The more signatures you collect, the more evident the support from the general public. For example, in the UK, if a petition receives at least 100,000 signatures, the petition will be considered for a debate in Parliament. Look up e-petition platforms, e.g. Change.org.

Community gatherings

Gatherings allow members of a community to talk about a topic and find solutions together. School assemblies, for example, are an opportunity to reach large numbers of students and teachers at once.

Outdoor campaign

Posters, flyers and billboards are a very effective and visual way of getting your message out to the public. Don't forget to include the action you want supporters to take and the website or social media handle they can go to for more information. Make sure you have a distribution plan, otherwise you will end up with stacks of posters and flyers sitting in a box.

Letter writing

Amnesty International famously supports prisoners of conscience by encouraging people to write letters to decision-makers through their Write for Rights campaign. When thousands of people send letters to a decision-maker this puts the pressure on them and forces people in power to act.

TIP: COLLECT CONTACTS
If possible, ask for the contact information of people participating in your activities and check if they are happy to be contacted in future. Check this is in line with data protection laws in your country.





BUILDING ALLIANCES

Advocacy is often more effective when you work together with other organisations or networks who are concerned about the same issues. Partnerships help you accomplish goals that would be harder to accomplish alone.

Benefits of partnerships:

- ▶ Sharing resources and information.
- ▶ Amplifying your campaign.
- ▶ Increasing number of supporters.
- ▶ Increasing the reach of your work.

Before deciding on a partnership consider also the potential drawbacks of partnership:

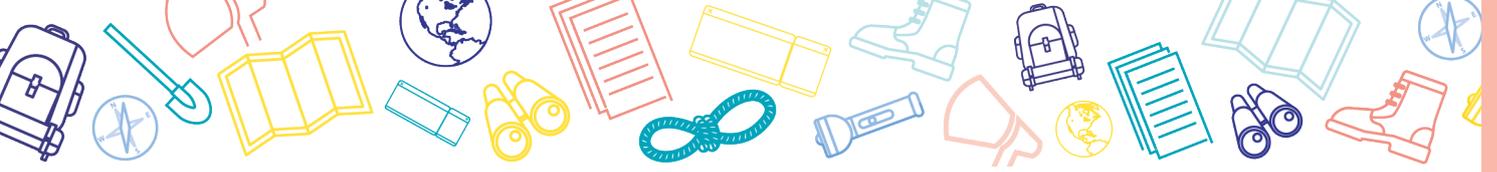
- ▶ Raised expectations, which are difficult to meet.
- ▶ Competing agendas - can be difficult to agree common objectives.
- ▶ Being overpowered by a large organisation, leaving small organisations with weaker negotiation power.
- ▶ Ethical considerations - potential for damage to reputation if proper assessment hasn't been conducted.

HOW LONG WILL YOU WORK TOGETHER?

Are you looking for a long term partnership or a partner you can work with for a specific occasion or period of time? Make sure both partners agree on the timeframe.

TIP: THINK CREATIVELY
Be creative when looking for potential partners. Some of the best partnerships happen between completely different types of organisations that combine their strengths to create exciting projects. For example, you might partner with a photography studio to create a project on photography as a tool for advocacy.



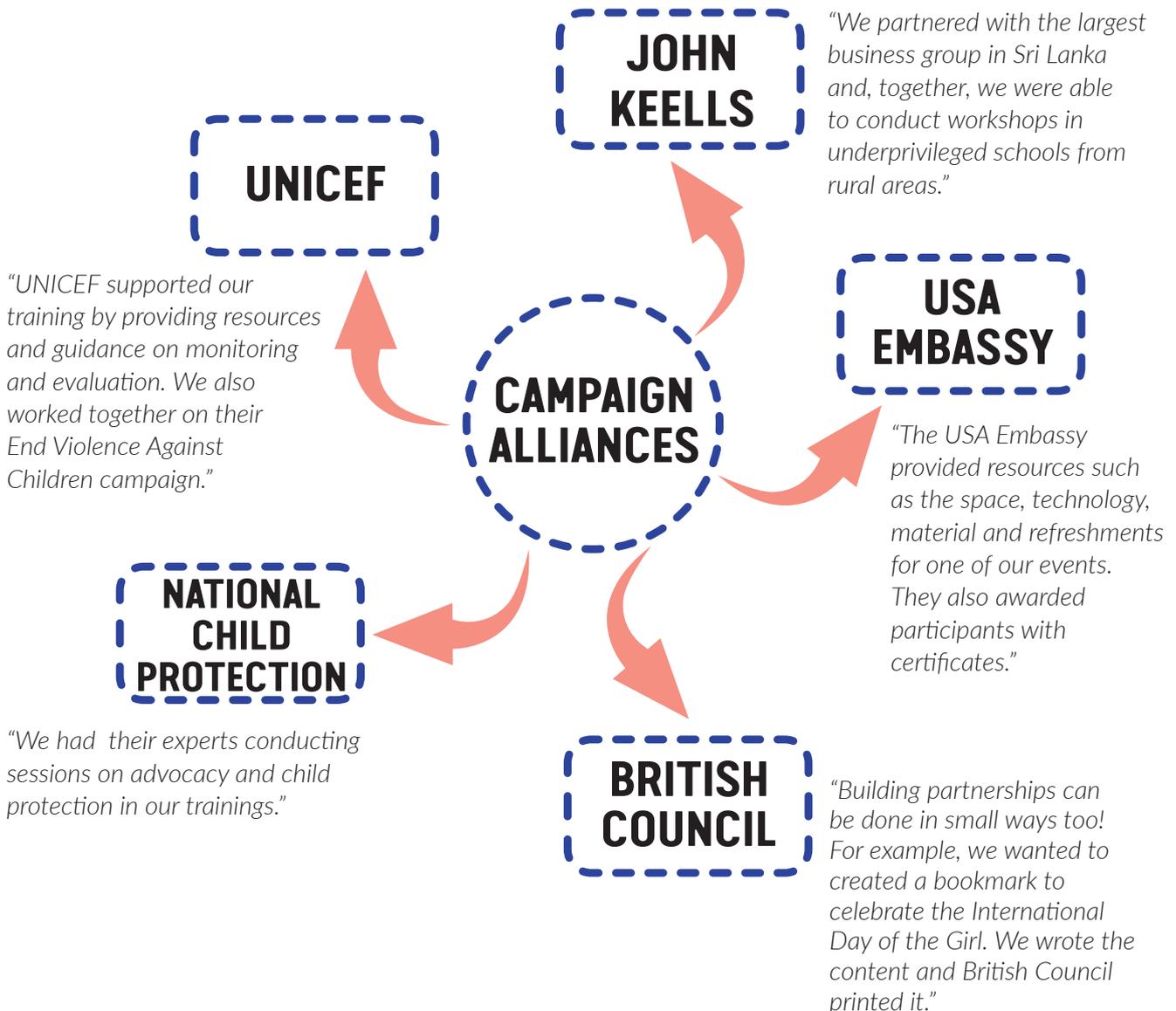


SRI LANKA

Chamathya, a Girl Guide from Sri Lanka and currently WAGGGS World Board member, has been passionate about girls' rights since a very young age. In 2014, when an opportunity to join the WAGGGS Stop the Violence campaign came up, she took it up with enthusiasm and passion.

"Girls are harassed on a daily basis in Sri Lanka, yet they are still reluctant to report issues that are so deeply rooted in society. I myself have faced such harassment and I want to put a stop to it".

Leading the national campaign and determined to ensure it has a bigger impact, Chamathya helped build a coalition by involving other organisations across Sri Lanka to educate and raise awareness on gender-based violence. As a result of their work, Chamathya and her team have reached more than 10,000 with their campaign in Sri Lanka since 2015.





DIGITAL CAMPAIGNING

Digital campaigning can be groundbreaking in exercising our right to speak out through the informed and active audiences. It is about mobilising large audiences through the use of web-based tools. This can include social media, video sharing, online petitions, live chats and social messaging platforms. Think about the #MeToo campaign, and how within days the hashtag became a rallying cry against sexual harassment by millions of women.

Why digital campaigning? It is:



EASY

You can respond to news and events, send messages to supporters and share information all with a simple click.



INTERACTIVE

Technology is constantly evolving and there are always new ways to engage and get your audience involved.



AFFORDABLE

Emails, social media and most web-based tools are free to use.



INTELLIGENT

If your audience is spending a lot of time on social media, you should too.



ABOUT COLLECTING DATA

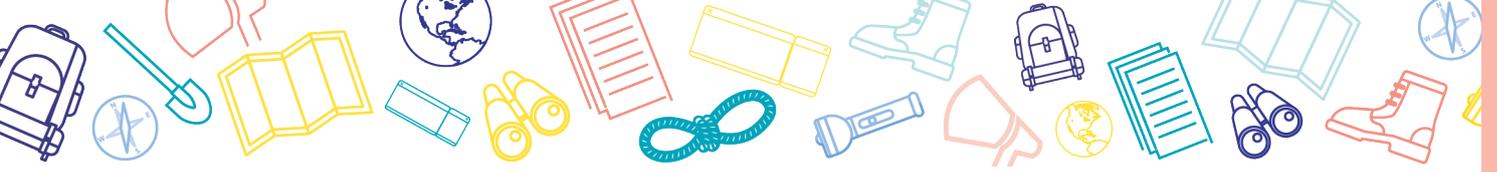
Gather valuable information about your supporters and record your progress.



MOVEMENT BUILDING

Connecting your supporters to each other makes them feel part of a movement and motivates them to support your campaign.





SOCIAL MEDIA IS A DIALOGUE

Like any conversation, using social media, requires you to carefully manage what message you post. When using social media you should :

- ▶ Plan your online actions to alert public to an upcoming campaign.
- ▶ Study what your target audience is doing online. What are they interested in? This will help you tailor your social media content to your audience.
- ▶ Suggest a simple action – Act in a click. If you want people to sign an online petition, send an email or share their opinions, make sure it only takes one click for them to do so.
- ▶ Create new and relevant content regularly.
- ▶ Use your online presence to boost your offline advocacy activities.
- ▶ Get into conversations. Interact with your target audience. Respond carefully and respectfully.
- ▶ Keep it real! Share real stories from real people, including from the people running the campaign.
- ▶ Use images, photos and infographics – they are more visually appealing ways to share information.

TIP: BE CAREFUL ONLINE
Social media posts can easily be misinterpreted. Be clear in what you write and how you respond to both positive and negative comments. Don't forget to stay safe. Check WAGGGS Surf Smart toolkit on how to stay safe online. (<https://www.waggs.org/en/what-we-do/surf-smart/>)

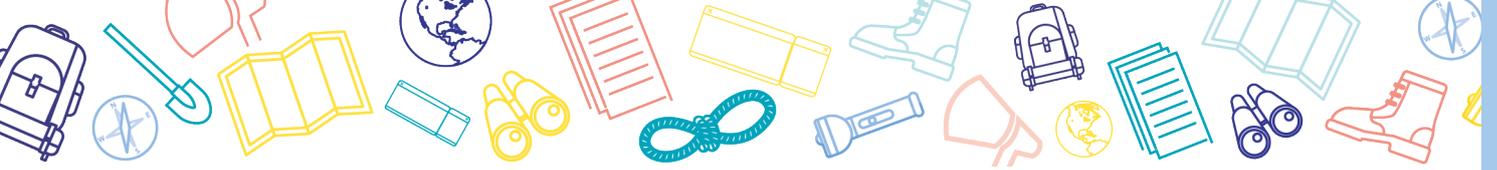


WAGGGS

Each year, for 16 Days of Activism Against Gender-based Violence, WAGGGS runs a campaign on a particular form of violence affecting girls. Alongside the online campaign, WAGGGS also provides advocacy materials such as activity packs, social media designs, sharable infographics, press releases and petition templates to its Member Organisations and for wider use.

WAGGGS' #OurStreetsToo campaign for 2018 started a conversation about unsafe streets for girls. Using the U-Report poll data and an online petition, the online campaign combined with real-life events allowed girls from all over the world to speak out safely against street harassment and call for action. With thousands of voices sharing that this issue is a major concern, WAGGGS uses the data and experiences collected in its international advocacy work at the UN to encourage world leaders to prioritise the issue in their implementation of SDG5 on gender equality or developing key documents/policies in relation to youth or gender equality.





The next step is to find media channels interested in publishing it. Send your press release to local and national newspapers, magazines, radio stations and television channels. When contacting journalists to discuss your story, think about key questions: Why is this news? Why now?

Inviting journalists to your events is also a good strategy to ensure they are aware of your campaign and up to date on the progress made.

Internationally recognised days, such as International Day of the Girl (October 11) or World Refugee Day (June 20), or national observance days are great opportunities to draw attention to your campaign. The media has an increased interest on these dates, but may have made plans long in advance, so reach out early.



Don't forget to mark the international and national days relevant for your campaign in your calendar.



LEBANON

Girl Guides from Lebanon chose International Women's Day to speak out against violence against women. As part of their campaign work in 2011 they decorated a bus with pictures of influential women alongside messages calling for equal rights for women.

They drove the bus through the capital, gave out balloons and information about gender based-violence. Members of the public were invited to sign a petition calling for a law on prevention of domestic violence.

As a result, the group was invited on national television to spread their campaign message and speak to a wider audience about their advocacy campaign.





STEP 10 – MONITORING AND EVALUATION

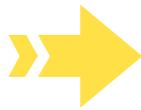
“ I make an initial plan and then constantly re-evaluate where I am and readjust as needed.”

*Sophia Danenberg,
the first black woman to climb Mount Everest.*

How do we know if our campaign has been successful? Monitoring and evaluation (M&E) helps us assess the progress and impact of our work, as well as learn from our experiences.

Monitoring and evaluation will help you prove and improve your work.

WHAT WORKED WELL?



REVIEW THE EVIDENCE

WHAT DIDN'T WORK WELL?



**TAKE THE LESSONS INTO
FUTURE CAMPAINGS**

Monitoring means regularly checking how the activities in your work plan are going. For example, have we done what we said we will do? Are we on time?

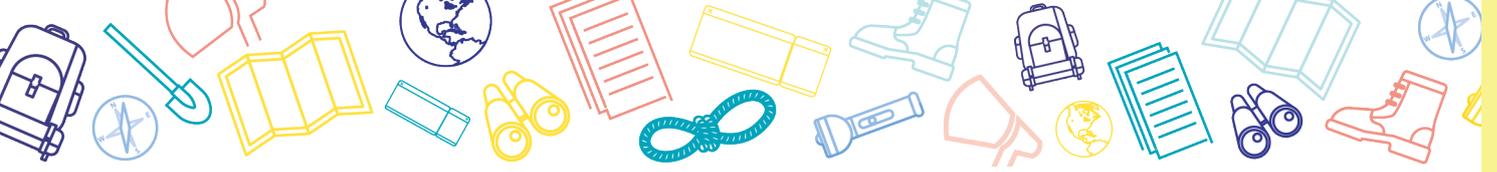
You can use what you find out to adjust your strategy and help you stay on track. Don't panic if you need to change your plan along the way to reach your smart objective.

Evaluation is conducted at the end of your campaign to determine whether or not it has been successful.

Monitoring and evaluation both involve gathering data. The data can be:

- ▶ Quantitative - dealing with numbers, statistics and things you can measure objectively.
- ▶ Qualitative - dealing with comparisons and descriptions that are more difficult to measure.

You need to decide what information you need to gather to track your progress before you start implementing your plan.



What data collection tools can you use?

- ▶ Questionnaires and surveys
- ▶ Document review – these can be reports, meeting minutes, newsletters, policies
- ▶ Observations, opinions from your key audience
- ▶ Interviews or focus group discussions – facilitated discussions with 8-10 people per group
- ▶ Case studies
- ▶ Social media monitoring
- ▶ Media coverage

How is advocacy M&E different:

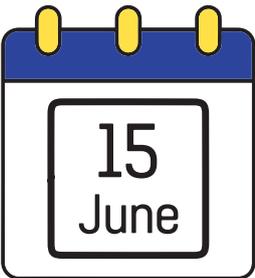
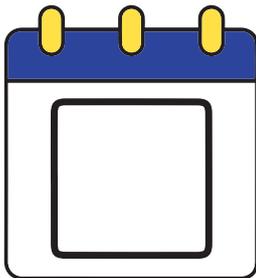
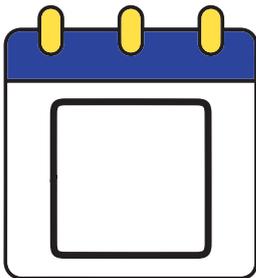
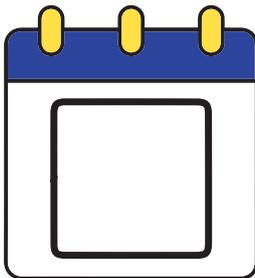
- ▶ Achieving advocacy goals often takes years.
- ▶ Advocacy M&E typically focuses on the advocacy journey rather than just the destination.
- ▶ We can only realistically measure the extent to which we contributed to or influenced a policy/practice change, but cannot attribute the success entirely and solely to our efforts.

WHAT TIME IS IT?

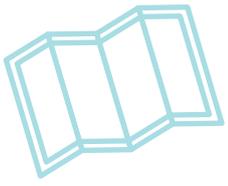
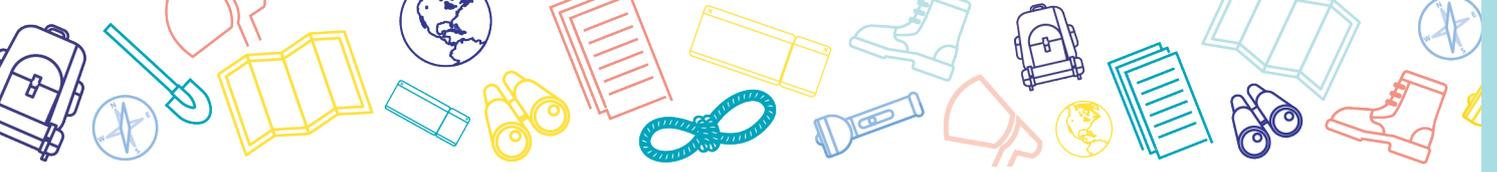
Planning your campaign evaluation is the first step. Decide on the most strategic timings to monitor and evaluate your campaign.

Log the dates below. Write down your evaluation and monitoring milestones and how you will measure them.

Example

			
When	When	When	When
15 June			
Milestone	Milestone	Milestone	Milestone
Voices against Violence training			
How	How	How	How
Attendance sheet, questionnaire on attitudes pre- and post-training.			

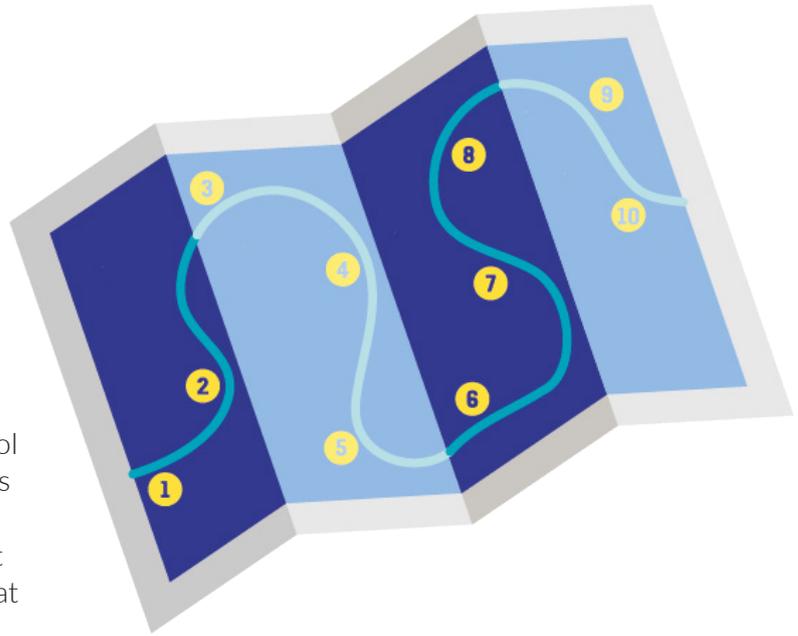




STEP 11 – ADVOCACY MAP

“The most effective way to do it, is to do it”

*Amelia Earhart,
the first female aviator to fly solo across the Atlantic Ocean.*



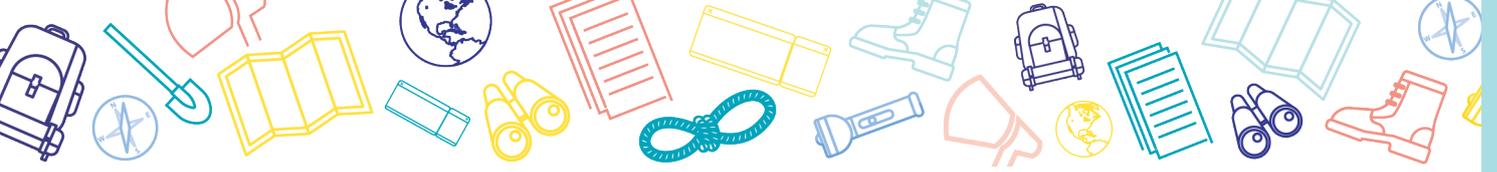
An advocacy map is a project planning tool you can use to bring together all the steps you will take to formulate your campaign. It will help you complete tasks in the right order and list even the smallest details that can be easily forgotten.

RISK ASSESSEMENT

Whenever you take action, especially when you are trying to bring about change, you may come across individuals or groups who are confrontational. Risks are particularly pronounced for young women advocates because they often challenge accepted gender norms and attitudes in society. Dealing with confrontation can be challenging, but your campaign work should never make you feel unsafe. Make sensible assessments and never put yourself in danger.

Think back to the example about the Malaysian Girl Guides and how a high profile case of child marriage inspired them to take action. This is their Advocacy Map, or project plan. We will use it to build our own.

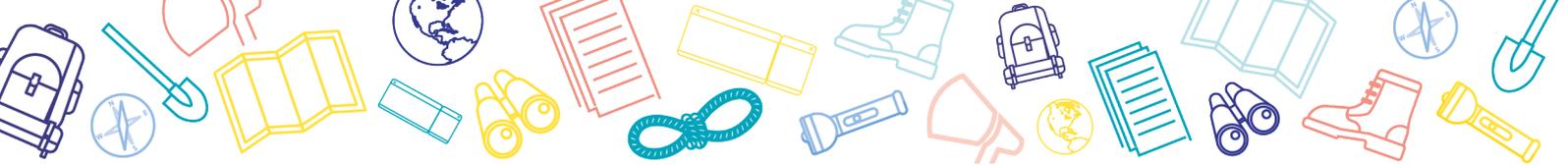




MALAYSIA ADVOCACY MAP

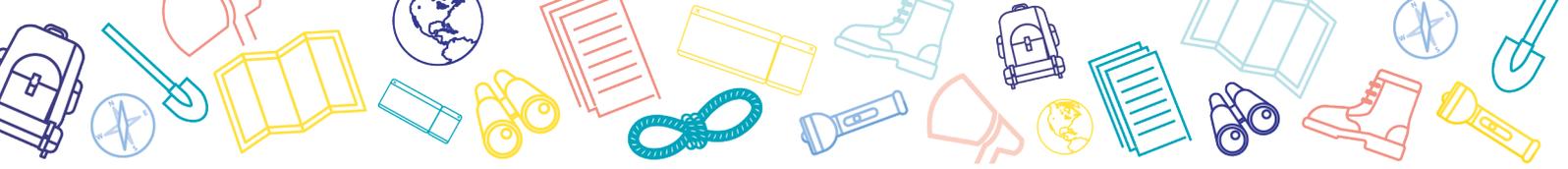
Step 2	The Problem	Child marriage in Malaysia		
Step 4	Evidence	71% of young people think it is not acceptable for someone under the age of 18 to get married.	Source	U-Report Poll
		Between 2010 and 2015, there were 6,246 Muslim child marriage applications and 2,775 cases of non-Muslim applications.		UNICEF Joint Statement
		82,000 girls between the age of 15 and 19 married in 2010, compared to 53,000 in the year 2000.		National Department of Statistics
Step 5	GOAL	End Child marriage in Malaysia		
	SMART Objectives	A. Make amendments to the current child marriage law by 2019.	Deadline	End of 2019
		B. Address the social norms behind the practice through education.		August, 2019
Step 6	Tagert Audience	Deputy Prime Minister and Ministry of Women, Community and Family Development		
		Deputy Ministry of Women, Community and Family Development		
		Ministry of Education		
Step 7	Key Messages	Child marriage is harmful to all girls. It is wrong and the law should better protect girls.		
		Girl guides have the potential to bring the changes needed to end child marriage.		
		#nobridesunder18 (Campaign name and hashtag)		
	How	Advocacy Methods	When	By who
Step 8	A. Make amendments to the current child marriage law	DIGITAL CAMPAIGNING: Social media engagement from the organisation, including the Chief Commissioner and young leaders	Jul, 18	Media Engagement team
		CAMPAIGNING: Petition Organised a national petition calling for a change in the law and handed it to parliamentarians.	Nov, 18	Petition working group
		CAMPAIGNING: Protests or marches Organised protest together with other activists outside the Malaysian parliament with placards and banners.	Nov, 18	
		CAMPAIGNING: Concerts, festivals and theatre productions: Took part in the Cooler Lumpur festival and poster-making session on child marriage, which were exhibited at the festival.	Oct, 18	
		CAMPAIGNING: Debate Girl Guides International Commissioner invited to speak on the panel of end child marriage event with UNICEF and Deputy Prime Minister at the Cooler Lumpur Festival.	Oct, 18	
		LOBBYING Meet parliamentarians and other decision-makers to push for the child marriage bill in the next debate agenda.	Nov, 18	Advocacy champions
		PARTNERSHIP BUILDING: GGAM signed Memorandum of Understanding with UNICEF Malaysia to join efforts in fight against violence.	Jan, 19	MO Leadership
		LOBBYING: Put pressure on local decision-makers to support the amendments and commit to law enforcement.	Mar, 19	Regional ommissioners
	Outcome expected: Close the existing loopholes currently allowing people to bypass the law.			
	B. Address the social norms behind the practice	LOBBYING: Encourage units and schools to implement the Voices against Violence Curriculum.		Education working group
		Building Alliances Develop partnerships with several organizations working on this issue such as UNICEF and Women's Aid Organisation.		International Commissioner and youth leaders
		Outcome expected: Younger generation more prepared to fight against all types of gender-based violence.		
Step 9	Media Engagement	Local and International coverage.	Nov, 18	WAGGGS and Media Engagement Team
		Shared debate with UNICEF to widen reach.	Oct, 18	GGAM , UNICEF & Local Media





ADVOCACY MAP

Step 2	The Problem			
Step 4	Evidence		Deadline	
Step 5	GOALS			
	SMART Objectives		Source	
Step 6	Target Audience			
Step 7	Key messages			
	How	Strategies	When	By who
Step 8	A.	Actions:		
	Outcome expected:			
Step 8	B.	Actions:		
	Outcome expected:			
Step 9	Media Engagement			



FINAL STEP

“How wonderful it is that nobody needs to wait a single moment before starting to improve the world.”

Anne Frank,
German Jewish author

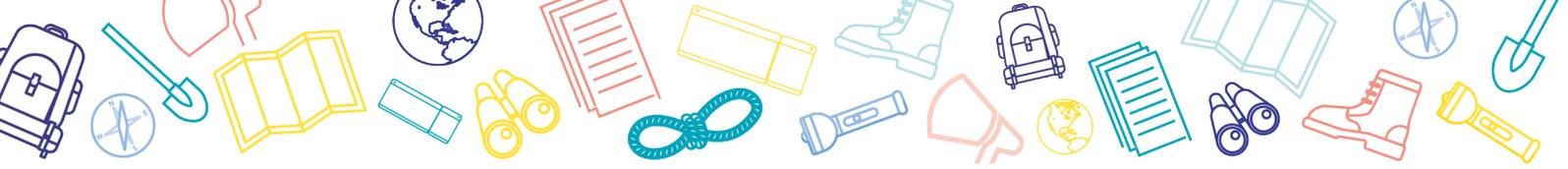
As you have seen, advocacy can occur in many forms and on different scales. ‘Doing advocacy’ doesn’t depend on the outcome, but on your decision to take action to influence a decision-maker to act. The toolkit has given you the tools to do just that, but the most important factor is that you took a stand to build a better world.

Advocacy is also a process in motion. Always learn from your mistakes and be patient – sometimes it can take years for a change to happen. Invest in your team as you work together, build strong relationships and remember to appreciate everyone’s hard work as you stay committed to your vision.

We hope that after using this toolkit you not only feel prepared but also excited to start working on your campaign. Be bold in your next steps and don’t forget to share how **#GirlsSpeakOut** for what you care about.

Today is the perfect day to start building change **FOR HER WORLD.**





This toolkit was made by **young women** for **young women**.

We would love to hear your feedback after you have used the Toolkit individually or with your team.

Please email your suggestions and feedback to:

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