

WE STAND  UP
FOR **WOMEN!**



How to Organize an Advocacy Campaign

SIE Advocacy Webinar 2

a global voice
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Organising a campaign

- A **campaign** is one or a series of activities intending to achieve an objective
- Planning is essential

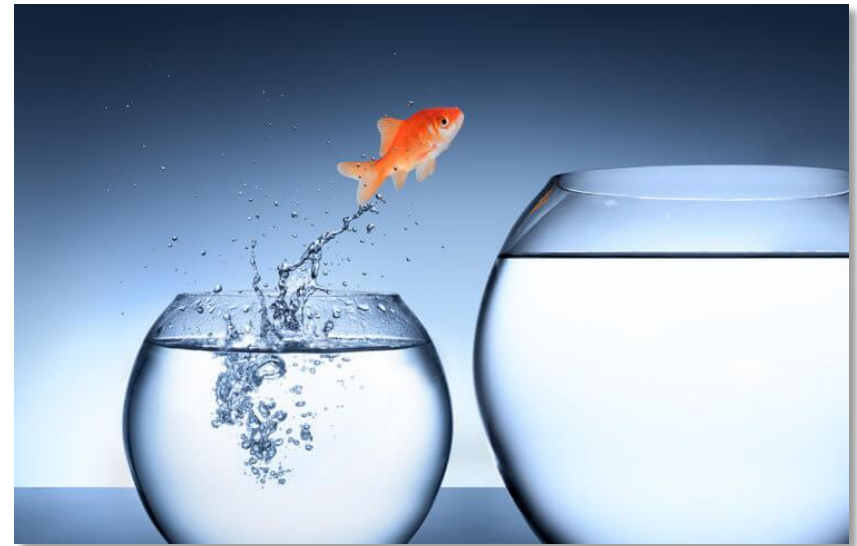
How do we start?

- **Identify your topic** – which topic is most important to you?
- **Set a goal** – what do you want to achieve? And **how** you will reach it - What would **your club** like to do?
- Define your **message**
- Involve **Club members and related networks**
- Map out a **timeline**
- Most importantly, pick **actions** your club members like to do!



What is your goal?

Define clearly the **message** you want to convey and the **change** that you want to achieve.





In this webinar, we will draw on examples from the **Orange the World Campaign**, from November 25th to December 10th.



Have a Strategy

- Start **early**
- Brainstorm on competencies and connections your club members have
- Build a competent **team** with smaller task forces
- Form **partnerships** with politicians at local, regional or state level, international organizations, other NGOs or service clubs
- Identify **actions** to take
- Establish a **budget** and plan for fund-raising
- Map out your **communication** plan and make early contact with the press to get attention and visibility



What can be done?

- Organise a debate, a film screening, a conference
- Make statements with your message through brochures, posters, T-shirts, scarves, flags, banners to sell or distribute
- Send out press release to media -TV, Radio, Newspapers
- Post pictures and messages on Facebook, Twitter, your websites
- Organise a flash mob, a walk or a march on the streets



For example:

- Reach out to men and women who should all become aware that VAW is a **NO**
- Inform women of how to get help (a hotline, a shelter, legal advice...)
- Get politicians to implement measures for the protection of women in the public space



Document your activity

- Take high quality pictures
- Make a video
- Write a report of your actions and results for your communications at Union level
- Complete a detailed PFR to gain visibility and inspire others all over the world



- Be aware that it is difficult to evaluate the impact of a campaign. It is successful when you have reached many people with your message.
- Don't get discouraged if something does not work out as planned. You will do better next time!
- And most importantly choose actions that you and your members will **enjoy!**



Question?



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Advocacy Actions in Unions and Clubs



Clubs of Genève-Fondateur and Genève-Rhône, Switzerland

«Human chain along Geneva lake»

Copyright Press: Christian Pfahl

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Club of Worms, Germany

«Illumination of the Luther monument»



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Union of Belgium

Winners of 2018 Best Practices Awards in the category «Elimination of Violence Against Women» for their Campaign «Say No to Violence Against Women»

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A great big 'Thank you' to the clubs and Unions who have shared their experience with the Advocacy team to help inspire more Advocacy actions, in particular to:

- Union of Belgium
- Club of Worms, Germany
- Clubs of Genève-Fondateur and Genève-Rhône, Switzerland



We appreciate your input!



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Advocacy Team



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WE ARE STRONGER TOGETHER



Thank you!

Please send your feedback to
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