



Campaigning for lasting change



Have you taken a challenge that symbolized inequality which strongly inspired you to make lasting change?

Build on your experience and encourage others to do the same!

Before you start your inequality campaign consider these core questions:

What is it that you want to achieve?

How much time and effort are you able to dedicate?

After answering these two questions you will be able to set a suitable strategy for your campaign to create lasting change!



1. Define your issue

- ♥ Set a realistic goal for your campaign.
- ♥ Think of a clear, simple message that communicates your aim and develop a mission statement. It will be useful for marketing purposes (visualising it on a T-shirt, a banner etc.) as well as help you to get across your message.

The Mission statement should be:

- *memorable
- *clear
- *concise
- *strong enough to inspire
- *action oriented

& should not use:

- *jargon, professional and formal language
- *passive voice
- *generalities, such as "save the world"



"To connect people through lending for the sake of alleviating poverty." (Kiva) example of a good mission statement.

2. Gather your evidence

- ♥ Research the cause you're campaigning for thoroughly: gather relevant facts and figures demonstrating the inequality you are challenging and then decide how you'll want to present them.
- ♥ Put together a concise objective argument for your cause. Showing those you are trying to influence that you are well informed will mean that they are more likely to listen and respond to you.
- ♥ Be prepared to answer difficult questions about the importance of your cause.

3. Find your supporters

- ♥ Get in touch with organisations set up to help causes of inequality such as yours and ask for advice and access to experts to find out more about existing campaigns that you can add value to and join with.





- ♥ Contact experts, explain your campaign and ask them what more can be done to help. Try to get a quote that you can use in future marketing materials. Having a professional endorse your inequality concerns will help make people stand up and take notice.



- ♥ Tell your story to local newspapers. They are easier to obtain coverage as there is less competition. Be persistent: often, you

would have to send the email 2 to 3 times before you receive a reply . If telephone number is provided, it is a good idea to give the journalist a call right after sending your follow up email, while it's still fresh.

- ♥ Network with other people campaigning for similar issues. You can start small on your own using various social media and after “getting into“ the community of likeminded people it will be easier for you to organize a group of committed individuals to help you with the campaign.

Your email should include

1. Reasons on why your story is relevant to a particular news outlet
2. The main points of your story (Don't be too long, just need to get the main points across.)
3. Previous news coverage (links!)
4. Links to your campaign
5. Your contact



4. Action

- ♥ **Create a petition:** ask your supporters to sign a petition in favour of your cause: You can create a free online petition at www.ipetitions.com.



- ♥ **Hold an Event:** Events are a good way to inform people about your campaign. The so called “**Conversation Cafe**” enables you to create a friendly environment for a public debate about inequality.
- ♥ **Hold a demonstration or public challenge:** after gaining enough supporters, you may consider holding a demonstration or organising a public challenge which can provide a fantastic visual image of your inequality campaign.



♥ **Publicise your campaign:** use leaflets, newspapers, websites. Try to be as creative as possible. Explore established (e.g. Facebook,

Twitter) as well as new **social media** (Vibe) that can help you to boost your campaign.

When using social media, seek out conversation! Use questions starting with “**Should/ Would**” ending with a „?““. They will generate twice as many likes, shares and comments compared to statements. Also, try to respond to everyone in **timely manner**, within less than 24 hours.



→**DoSomething.org** is platform used to promote social change in the world.

→**Tumblr** is a tool for online blogging. It's a great way to express yourself share information and news about your campaign with others.

5. Know who to lobby

- ♥ Identify if your campaign aims to bring a change of behaviour and attitudes towards inequality or rather a change in law or policy? This directly affects your approach as well as your focus groups.

- ♥ Identify your routes of influence: Who will make the change? Who needs to be influenced? For example: politicians (Could your local MP help?), civil servants, sections of the public, private companies, the media.
- ♥ Use all your networks to get to the people at the top.
- ♥ Don't get disheartened at the first hurdle, be active and remember:
every little step in the right direction can help to create lasting change!