Organizing an Advocacy Response

How to mobilise grasstops and grassroots leaders

This resource was funded by the European Union's Internal Security Fund — Police.

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End Childhood Sexual Violence

Advocacy can (and does) Change the World.

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Objectives:

By the end of this training, survivor organisations should be able to:

- Research deliberately
- Plan collaboratively
- Engage clearly
- Support freely

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Research Deliberately

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Recognize the scale of the problem

Childhood sexual violence is a human issue.

- Childhood sexual violence happens in every **state.**
- Childhood sexual violence happens in every **institution.**
- Childhood sexual violence happens in every **family structure.**
- Childhood sexual violence happens in every **socioeconomic status.**
- Childhood sexual violence happens in every **demographic category.**

Childhood sexual violence happens in every community.

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Acknowledge the Mindset of Scarcity

A mindset of scarcity made sense in the past. A mindset of abundance is critical for the future.

Defining the "Mindset of Scarcity"

- A state in which your thoughts about scarcity affect your focus, your behavior, and your interactions with others.
- A mindset based in the belief that resources are a "zero sum game" and that others' success is an obstacle to your own success.

Scarcity in the Ecosystem

- Addressing childhood sexual violence is expensive. It requires global research and coordination and commitment.
- The ecosystem is woefully underfunded.
- Too many community groups compete for the same grants and donors.

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Map the Ecosystem

Look for the helpers.

1. **Create the "buckets" of community groups to engage.**
2. Draft a list of organizations or individuals for each "bucket".
3. Invite partners to collaborate. Share the community map publicly to identify gaps



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Support Groups Sisters of Brave United for Survivors The EU Support Society Network for the People	**Research Institutions** Courage College University of [Example]
Business Groups ABC, Inc. Courageous Philanthropies Business Leaders 4 Survivors	**Religious Orgs** [Religion] Charities

**these are examples*

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Plan Collaboratively

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Set the shared “North Star”

Imagine a world free from childhood sexual violence. Then work backwards.

- Coalitions and movements are using "Blueprints", "White Papers", or other organizational manifestos to translate mission and vision into real world impacts.
- Utilize a structured, collaborative process to draft a high-level guiding document based on key value areas.
- Commit to an annual review to ensure up-to-date information.

You MUST build the vision together.

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Establish Values

You must coordinate together ….and with purpose.

You can use the "CARE" model to quickly create shared values.

Clarify the purpose and vision of the coalition or movement.

Assess the current culture of stakeholder engagement.

Recognize positive trends and translate into value statements.

Engage and communicate with all stakeholders to align and embed the values across the coalition or movement.

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Meet People Where They Are

Don’t cater solely to the loudest voices. The greatest wisdom often goes unheard.

Consider all ideas

Coalitions and movement depend on a variety of ideas and perspectives.

Every member should be able to contribute.

Build channels of engagement

Use tactics like pre-event forms, one-on-one meetings, collaborative documents, and "whiteboarding" to diversify communication.

Improve meeting design

Video calls have exacerbated a pre-existing trend: introverts and quiet individuals speak less in meetings.

Create space in your meetings for all attendees to speak or engage.

Engage Clearly

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Repeat the Vision. Repeat the Vision. Repe...

...at the vision. Repeat the vision. Repeat the vision. Repeat the vision.

- Coalitions or movements lose momentum when they become overly focused on minutia.
- Begin each meeting with the vision for why a coalition or movement exists in the first place.
- Consistently link values, talking points, projects, assignments, and discussions back to the vision.
- Celebrate successes (big or small) and link them back to the vision.

Align Communications

Organisations join a coalition for a reason. Highlight that reason.

Internally....

- Establish clear channels, tools, and processes for communication.
- Develop a committee or working group to draft talking points.
- Share talking points with the coalition or movement (with justification).

Externally....

- Prioritise the messaging of the coalition or movement.
- Take note of messages that DO or DO NOT resonate.
- Train other members of your network in this messaging.

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Distribute Responsibilities

Reasonable expectations and clear responsibilities help everyone.

- Coalition or movement leadership should not be the only active members. Recruit and empower more members.

- Leadership should prioritize building an environment that encourages others to take responsibility and distributes that responsibility freely.

- Publicly listing assignments provides clarity for all. In today's digital world, sharing knowledge within trusted networks is crucial.

Build Systems of Engagement

Policies and procedures should give all participants VOICE.

- Validate the input and feedback of members or partners.
- Open and maintain clear and frequent communication channels that meet people where they are.
- Invite and empower members to take on roles and responsibilities.
- Create and support opportunities for learning and development.
- Encourage and enable innovation and creativity.

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Clarify Work Streams

Explicitly state what you WILL and WILL NOT do.

Define focus areas	Set primary actions	Outline “No-Go” areas
Education and awareness Advocacy Supportive services	Research collection and curation Strategic comms Direct advocacy	We do not discuss current events We do not endorse candidates

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Use the MOCHA Approach

Write down roles and share publicly within the coalition.

Manager	Supports and holds the owner accountable through delegation. Serves as a resource, shares feedback, asks probing questions, reviews progress, and intervenes if the work is off-track.
Owner	Has overall responsibility for driving the project forward and coordinating steps to accomplish the goal.
Consulted	Provides input and perspective. May share resources or referrals.
Helper	Implements aspects of the work and actively contributes to project success.
Approver	Signs off on the final product or key decisions. May be the owner or manager, though it can also be a person or group with a clear decision-making role on the project

Support Freely

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Share Resources

Resources and knowledge are the foundation of any coordinated advocacy response.

Commit to transparency and sharing with trusted partners.

Knowledge sharing is community power.

Utilize shared drives or database systems to collect and distribute resources.

Highlight the organizations behind each resource, and use as an opportunity to bring them in.

Utilize shared resources to reemphasize the vision.

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Give Regular Updates

Routine builds trust. Trust breeds action. Action fuels change.

Bi-weekly	Monthly	Quarterly
Basic email updates Meetings with subgroups	Monthly "roundup" digest Meetings with core group Meetings with main working groups	Full report outs Calendar reviews “State of the ___” webinars

Updates are not an expense. They are an investment. Routine updates build trust and commitment.

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Celebrate Successes

There is room enough for everyone to thrive.

- ***Recognize and appreciate contributions*** of supporters.
- ***Share success stories*** to highlight the achievements of both individuals and collective groups.
- ***Provide platforms for recognition*** and empower community members to uplift each other.
- ***Lead by example*** and model positive behavior that uplifts others through actions and words.

Recap of Key Points

- Research Deliberately
- Plan Collaboratively
- Engage Clearly
- Support Freely

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Thank You



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