

## SIMPLE STEPS FOR CAMPAIGNS

<p><b>First</b>, there is <b>the issue or concern</b>, such as:</p> <ul style="list-style-type: none"> <li>• A local need in your community, or elsewhere – provincially, nationally, internationally</li> <li>• A request for action from CFUW National or Ontario Council</li> </ul>	
<b>COMMUNITY SERVICE * PUBLIC AWARENESS CAMPAIGN * ADVOCACY</b>	
<p><b>What do you want to do about it:</b></p> <ul style="list-style-type: none"> <li>• <b>Community service</b> project, perhaps volunteering or fundraising, or a partnership with other like-minded organizations – no CFUW policy needed. See <b>CFUW and the Community</b> in Advocacy Tools on <a href="http://www.cfuwontcouncil.org">www.cfuwontcouncil.org</a> for more information about this.</li> <li>• <b>Public awareness campaign</b> – for your own membership, for the public. For CFUW, this needs to be based on CFUW public policy.</li> <li>• <b>Advocate</b> to change public policy. For advocacy done in the name of CFUW, this needs to be based on our policy.</li> </ul>	
<b>RESEARCH * NETWORK * ASK</b> <b>Over and over and over again in many different ways</b>	
<b>CFUW Advocacy Campaign</b>	<b>Developing a Resolution</b>
<b>RESEARCH</b>	
<p>Check first to see if there is <b>CFUW or Ontario Council policy</b> to support your cause?</p> <p>Check <b>CFUW Guidelines for Advocacy</b>:</p> <ul style="list-style-type: none"> <li>• When writing, or speaking, “on behalf of CFUW” and asking for some action, this <b>must be based on CFUW policy</b> as found in the <i>CFUW Policy Book</i>.</li> <li>• Local CFUW Clubs <b>connect with local MPs, provincial and municipal politicians</b>.</li> <li>• The letter must be sent out under the <b>signature of the club president</b>, or designated member of the executive, on <b>club letterhead</b>.</li> <li>• The <b>individual club member</b> is always encouraged to write to any politician on any issue about which she has a concern. She may use information from CFUW sources, but we ask that she <b>not write “on behalf of CFUW”, nor use CFUW letterhead</b>.</li> </ul>	<p>If there is no policy, for a local issue, a club can pass its own resolution just as long as it does not conflict with CFUW’s policies.</p> <p>For a provincial or national issue, consider writing a resolution as the first step in advocacy, or update one. This is also excellent public awareness vehicle for club members.</p> <p>For CFUW, a proposed resolution consists of:</p> <ul style="list-style-type: none"> <li>+ The RESOLVED clauses</li> <li>+ The Background – four pages</li> <li>+ The Bibliography and Resources – two pages</li> </ul>
<p><b>Research</b></p> <p>This is the most important step. You need to understand the issue.</p> <p style="text-align: center;"><b>What? Why? Who? When? Where? How?</b></p> <p>What is at stake; Who is involved or could be involved; The history of the issue and its context; Who is making the decisions; Which level of government is involved, if any; When are the decisions made; How to make an impact? What is the process to make decisions? Some of this research can become your talking points.</p> <p><b>Research as advocacy</b> - When there is no policy, request information – “Our club is studying ...”</p>	<p><b>More questions to ask:</b></p> <p>Anticipated outcome of the resolution? Reason and need for the resolution? Is there timeline for action?</p> <p>Research is presented via the Background and Resources</p> <p><b>Background:</b> Should be fully researched, easy to read, showing both sides of the issue, with citations</p> <p><b>Resources:</b> Should be primary sources, that are also easy to find</p>
<p><b>Strategizing</b></p> <p>As you do the research, you gradually create strategy for ultimate action.</p>	
<b>NETWORK</b>	
<p><b>Identify your audience</b></p> <p>Who are you trying to convince? Who is important to achieving your goal? Elected officials and/or policy staff; the public, other community groups; your own members; all the above</p>	<p>Traditionally resolutions are geared to government, but they are a powerful awareness tool for both the membership and the public</p>

<p><b>Identify others involved</b> Who are the supporters, the partners? Who could be the funders? Who can you work with? Who can help? Who is the opposition? Who are resource people? Who are those that are confrontational? Who are those that are conciliatory?</p> <p>Build coalitions with others, including clubs and members; Can you find a respected champion?</p>	Resolutions can suggest public education campaigns; target regulatory bodies
<p><b>Strategizing</b> By now you will have determined the goals; Checked for policy; Decided on the audience and partners.</p>	
<b>ASK</b>	
<p><b>Key Messages</b> Determine the messages needed to achieve the goal Focus each goal on the audience, and the media to be used. Don't forget social media.</p>	The Key Message(s) become the RESOLVED clauses.
<p><b>For CFUW clubs</b>, check the CFUW Guidelines for Advocacy again before action.</p>	
<p><b>Strategy</b> By now you can bring everything together - the initial research is done; determined the goals; if for CFUW checked for policy; decided on the audience and partners; created the key messages; now bring all of this together in the overall strategy.</p>	All of this research then becomes the full resolution including Background and References for presentation first to the Resolution Committee who assists with final editing; then onto the Clubs for the amending process
<p><b>Tactics</b> Meetings, special events; write letters, op-ed, Letters to the Editor; meet with Councillors. Mayors, MPs, MPPs, community organizations; demonstrations, forums, create coalitions, create scholarships, etc. etc.</p>	The proposers accept or reject the proposed amendments, creating the amended resolution, which is then sent onto the AGM for final amendments/voting and potential adoption
<b>NEXT STEPS</b>	
<p><b>Evaluate</b> Do this along the way with every stage. Remember that it takes <b>patience and persistence</b> to change the world, or even to solve a small problem. <b>"Nevertheless she persisted"</b></p>	<p><b>Post AGM</b> The CFUW National Office or Ontario Council helps prepare the first advocacy campaign on adopted campaigns, plus connects with federal Ministers and Critics, NGOs.</p>

**ONTARIO COUNCIL:** [www.cfuwontcouncil.org](http://www.cfuwontcouncil.org) click on Advocacy

**CFUW ADVOCACY TOOLS:** Member Resources website [www.cfuwadm.org](http://www.cfuwadm.org) Login: viewonly, cfuw4321

*For CFUW Clubs, advocacy includes social action.  
Advocacy, activism, and social action= civic engagement  
It is truly the power of women working together.*

*"Nevertheless she persisted"*

*Action \* Advocacy \* Education*