



ACT FOR GIRLS: ORGANISE

Everything you need to know to plan your own campaign for change!



Foreword by Gina Martin

When I was younger I'd see things happen and I wouldn't take action against them. Not because I didn't care (I did and I still do!) but because I assumed that someone 'like me' couldn't change the world. I was seriously wrong. In 2017, after two men took photos up my skirt of my crotch without my consent I decided to change the law and make it illegal. It took me two years, but with no experience in politics or law I managed to finish it and now upskirting is against the law!

In a world where girls and women are up against barriers that boys and men aren't, and where your race, gender identity, who you love or having disabilities can make things harder for you because society was only built by a limited set of people, it's up to every single one of us to show up, and stand up, for each other. You can do that whenever you choose to. There are no limits on the good you can put into the world and learning how to campaign is an amazing place to start.

Personally, I wish I'd had these guides when I was starting to campaign. They have all you need to know, from helping you find the thing you care about and power-mapping – something I did to work out who could help me change the law – to organising and coming up with a killer pitch that will leave everyone you work with feel inspired. There's so much to learn in here and it's pretty exciting stuff!

Your world is in your hands and you know more than you think you do. It's time for every day people to solve every day issues, because we see them the most and we are best placed to understand them.

And remember, you don't have to be remarkable to change the world – you become remarkable by trying. No one can tell you you're not the right person to make the world a better place... so, let's get campaigning!



GINA MARTIN



Front cover image: Shalini, 21 is advocating for the end of child marriage in India

This image: Chandrakala, 17, leads a rally to protest against sexual violence in Nepal

WELCOME

Welcome to the Act For Girls Toolkit by Plan International UK – here to give you all the tools you need to campaign to make the world a better place! The toolkit has four components:



1 ACT FOR GIRLS: ORGANISE

Everything you need to know to plan your own campaign for change!



2 ACT FOR GIRLS: INFLUENCE

Everything you need to know to influence your decision maker!



3 ACT FOR GIRLS: CREATE

Everything you need to know to campaign creatively!



4 ACT FOR GIRLS: AMPLIFY

Everything you need to know to get the word out!

[Plan International UK](#) is a global children's charity, we strive to advance children's rights and equality for girls.

Around the world, including here in the UK, girls still don't have equal rights – and that has to change. We believe that young people have the power to change this by taking action on the issues that matter to them most, such as tackling street harassment, ending period poverty and calling out discrimination.

That's why we have created this Act For Girls Toolkit – to empower and support you to become an activist for change.

You can find out more about Plan International's campaigning as well as find the other Act For Girls Toolkit guides [here](#).

This guide **Act For Girls: Organise** is the first in the series and will support you to identify the change you want to see in your community, school, country or in the world, and help you to move from a burning idea to a clear plan for action.

Let's get started!

GLOSSARY

Here's some terms you'll see throughout this guide:

Campaign A series of organised, planned actions which are done for one purpose – to create a specific change.

Lobbying To directly try to influence or persuade somebody (for example your campaign target) to support your campaign. This could be for example by meeting with them to discuss your campaign.

Change objective A short sentence which clearly states the change you are trying to achieve through your campaign.

Campaign target An identified person who has the decision-making power to make your change objective a reality.

WHAT IS A CAMPAIGN?

A campaign is a series of organised, planned actions which are done for one purpose – to create a specific change.

It can be anything – big or small. For example, calling for change to the uniform policy at your school, to demanding funding for street lighting in your local area or lobbying to change a national law that is discriminating against girls.



By using this guide to help you create your campaign plan, you will:

	PAGE
STEP 1	
DEVELOP A CHANGE OBJECTIVE	4
Choose an issue	4
Create a problem tree	5
Create a solution tree	5
‘SMART’en up your objective	6
STEP 2	
IDENTIFY YOUR CAMPAIGN TARGET	7
Power mapping	7
Identify your target	8
Influencer mapping	9
STEP 3	
CHOOSE YOUR CAMPAIGN TACTICS	10
STEP 4	
CREATE A TIMELINE	11
STEP 5	
DESIGN YOUR ELEVATOR PITCH	11

STEP 1

DEVELOP A CHANGE OBJECTIVE

Choosing an issue

First, identify an issue that you care about and are passionate about changing. If you aren't sure, brainstorm some ideas, try to think about all the things you would like to see changed in the world. You could note down in a mind map all the things you have noticed that discriminate against girls or hold them back. It's a great idea to get others involved to – could you talk to people in your community, undertake a survey, or speak to friends about problems they would like to see solved?

Have a go yourself

STREET HARASSMENT

PERIOD POVERTY

NEGATIVE BODY IMAGE

LACK OF ROLE MODELS

**GIRLS'
RIGHTS**

ONLINE TROLLING

GENDER STEREOTYPES

CHILD MARRIAGE

SEXISM AT WORK

Now, have a look at your mind-map and select the one issue that you most want to change and let's delve into it in a bit more detail.



Plan International

Girls from our Champions of Wales programme came together to identify the issues that stand in the way of girls' realising their rights.

Create a problem tree

Draw a giant tree on a big piece of paper or use Template 1 on page 13.

Look on p13

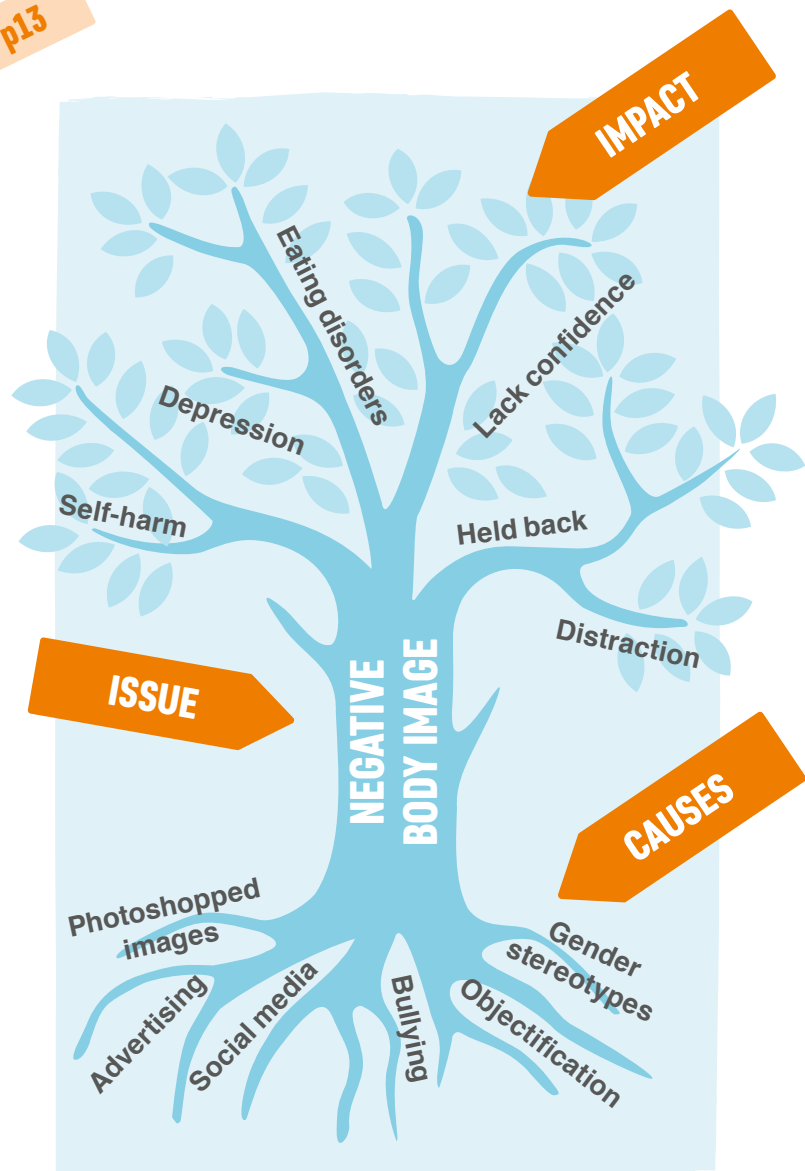
Add your selected issue to the tree trunk.
For example, 'girls have negative body image.'

Now, have a think about what the underlying causes of that issue are. Ask yourself why this issue exists. Add these causes to the roots of your tree. For example, 'photo-shopped images on social media.'

Now, have a think about what is the impact of that issue. Ask yourself how this issue may impact on people's lives and how it makes them think, feel and act. Add these impacts to the branches of your tree. For example, 'girls lack confidence.'

Stand back – you have created your very own problem tree!

This should help you start to solidify the change you want to create. Take a look at the example here to help you.



Create a solution tree

Now you have your problem tree, let's create a more positive spin.

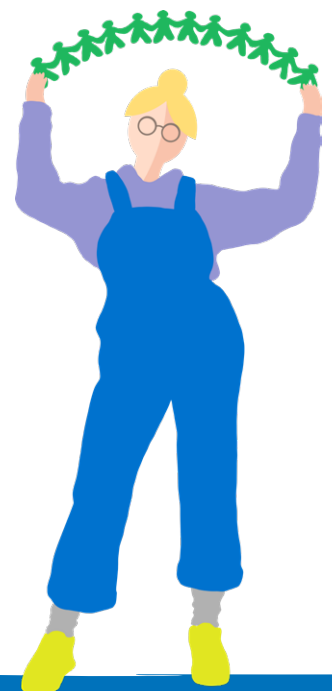
Take a look at the impacts and causes you added to your problem tree. For each cause, try to think of a solution that could fix it, write it on a sticky note and stick it on top the problem you've identified.

For example, 'photo-shopped images' could become 'social media platforms state when images altered' or 'magazines' could become 'magazines commit to showing a diverse range of bodies.'

Don't hold back with your solutions, the sky is the limit!

Stand back – you have created your very own solution tree!

Great work!



'SMART' en up your change objective

Have a look back at your problem / solution tree and use it to decide what is the specific change you want to see. Focus on the solutions you came up with. Remember you can campaign on more than one thing! For now, just choose the one that you think its most important to achieve first.

For example, a desire to 'improve body confidence for girls', may have turned into 'get girls' magazines to have more diverse cover stars.' Remember that change can happen at any level, for example within your school, community, local area, nationally, or even internationally.

Now it is time to 'SMART' en up your change to create a 'change objective'.

SPECIFIC

Make the change you want to see as specific as possible

For instance, in our example, can we be specific about which magazine?
Could it be the UK's best selling girls magazine?

MEASURABLE

Make sure you will know if you have achieved your change

In our example, could we ensure that a public commitment to change is made by the magazine?

ACHIEVABLE

Be ambitious but make sure your change is possible to achieve

In our example, could we target one magazine first, rather than all magazines?

RELEVANT

Think about the external context, ensure your change feels important and that you think people will be motivated by it

In our example, could we ensure to define diversity based on what we hear from girls?

TIME-BOUND

Set yourself a realistic goal with a deadline, if you think it will take years to achieve then start smaller, if you think it will take a few weeks then start bigger

In our example, could we aim to achieve our goal by the end of the year?

Going through this 'SMART' process may make you decide to go back and choose a different change from your problem/solution tree. Keep going until you feel clear, confident and excited by your change objective.

For example, 'get girls' magazines to have more diverse cover stars' could be SMART'ened up to become:

Call on the UK's best selling girls magazine to publicly commit to having cover stars that reflect real girls in all their diversity (including size, race and disability) by the end of this year.

'SMART' objective

Take a moment to celebrate deciding your campaign goal and turning it into a 'change objective'! This is one of the hardest and most important parts of creating your campaign plan – well done.

You did it!

STEP 2

IDENTIFY YOUR CAMPAIGN TARGET

Power-mapping

Now that you have a change objective, let's have a think about who has the power to make it happen.

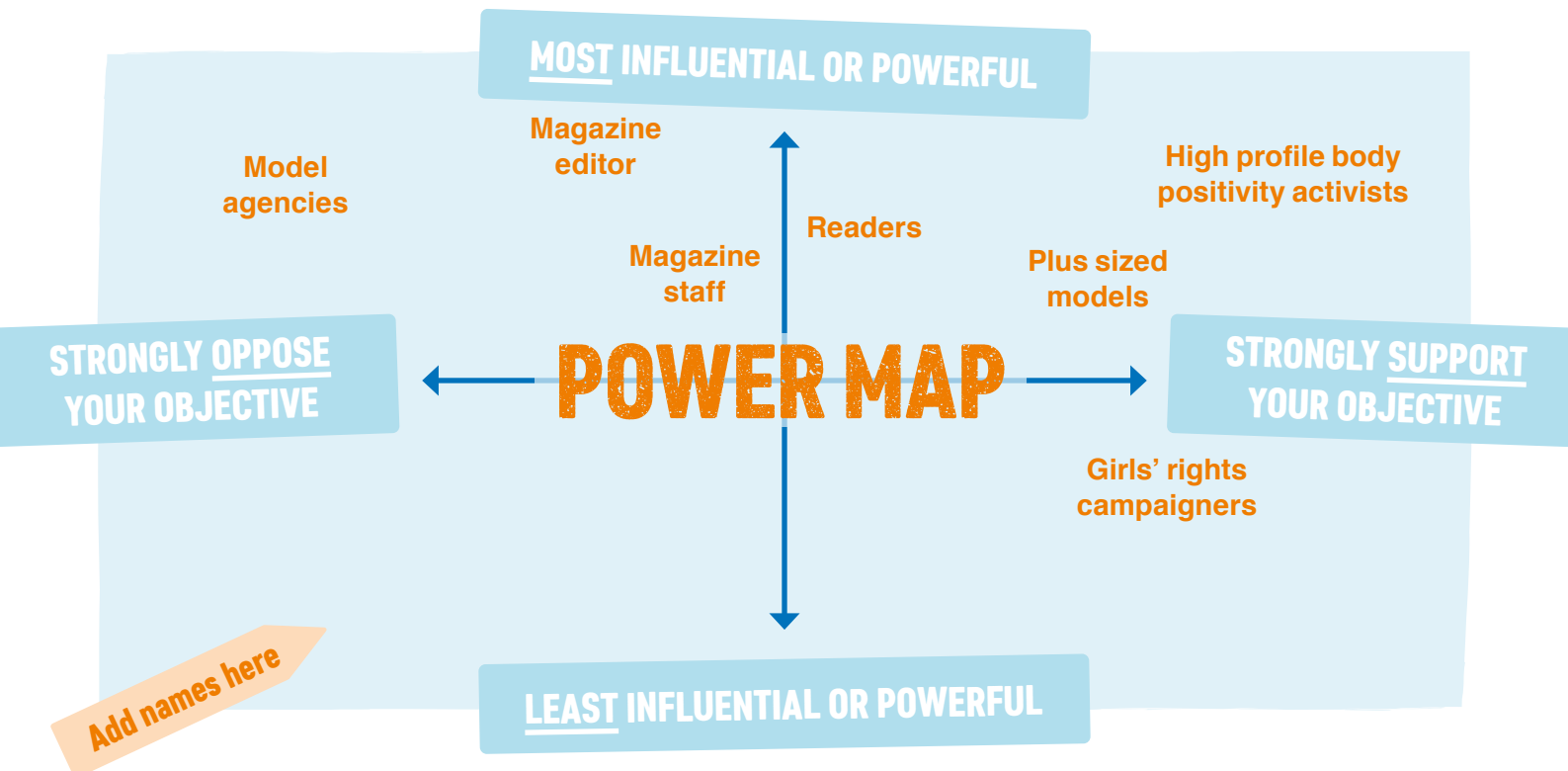
On a big piece of paper, draw a vertical line and a horizontal line, or use Template 2 on page 14. The vertical line will measure power with the top being the most powerful in relation to achieving your change objective and the bottom being the least powerful. The horizontal line will measure support, with those on the far right agreeing with your change objective, and those on the far left disagreeing with your change objective.

Look on p14

Now think of everyone and anyone you can who could be relevant in terms of the issue you are trying to change and write them onto your grid. For example, politicians, celebrities, media outlets, charities or people in your community. It doesn't just have to be individuals, it can be groups or organisations.

Write each idea onto a sticky note. Think about where that person/organisation would be on the vertical line in terms of how powerful they are in relation to your change objective. Then think about whether they would be on the horizontal line in terms of how much they do or don't agree with your change objective. Place your sticky note in the corresponding spot on your grid.

Take a look at the example below to help you.



Identifying a campaign target

A campaign plan needs a specific campaign target. This is the individual who could make your change objective a reality.

Who's on your list?

Have a look at your power-mapping – usually your campaign target is the person closest to the top of the page (so they have the most power in relation to your change objective) and they are on the left to middle of your page (so they don't yet agree with you).

On the example above the campaign target is the Magazine Editor.

TOP TIP!



Often people presume that the Prime Minister is their campaign target as they are arguably the most powerful person in the country. However, you need to consider who is the most powerful in relation to your specific change objective. The Prime Minister has not got time to be in charge of everything and so they delegate to different Ministers for different areas. If the issue you are trying to change needs support from Government then first consider which department of Government it would be covered by – [you can check the full list here](#). For example if it's an issue related to health you would target the Department of Health and Social Care, if it's an issue related to schools you would target the Department of Education. Once you have selected the relevant department you can click onto their webpage and see the list of Ministers for that department to choose which is your campaign target, usually the one who has listed responsibility for your issue, or the one that is most senior (the 'Secretary of State').

However not all campaign targets have to be Ministers – you could campaign to the Member of Parliament for your local area (and ask them to take up the issue with Government).

And not all change has to involve national government. If you are trying to change something in your local area perhaps the best person to target is the leader of your local council?

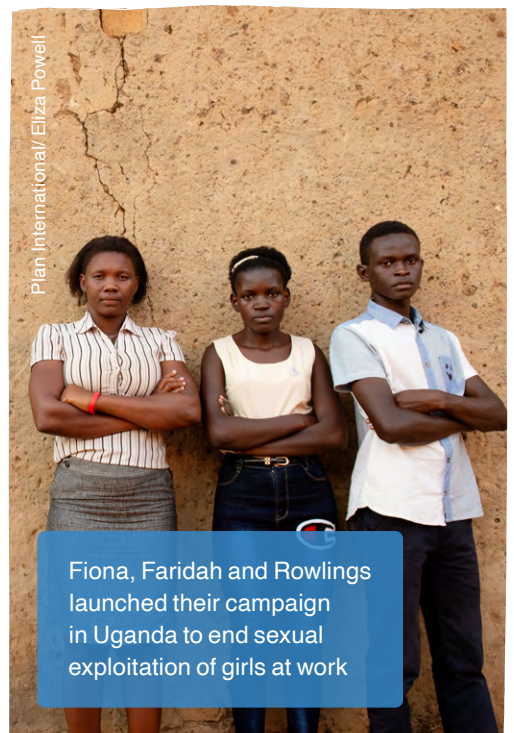
Or if you are trying to change something in your community, for example your school, could the campaign target be your Headteacher?

Maybe you want a company to change something, and so perhaps your campaign target is the Chief Executive?

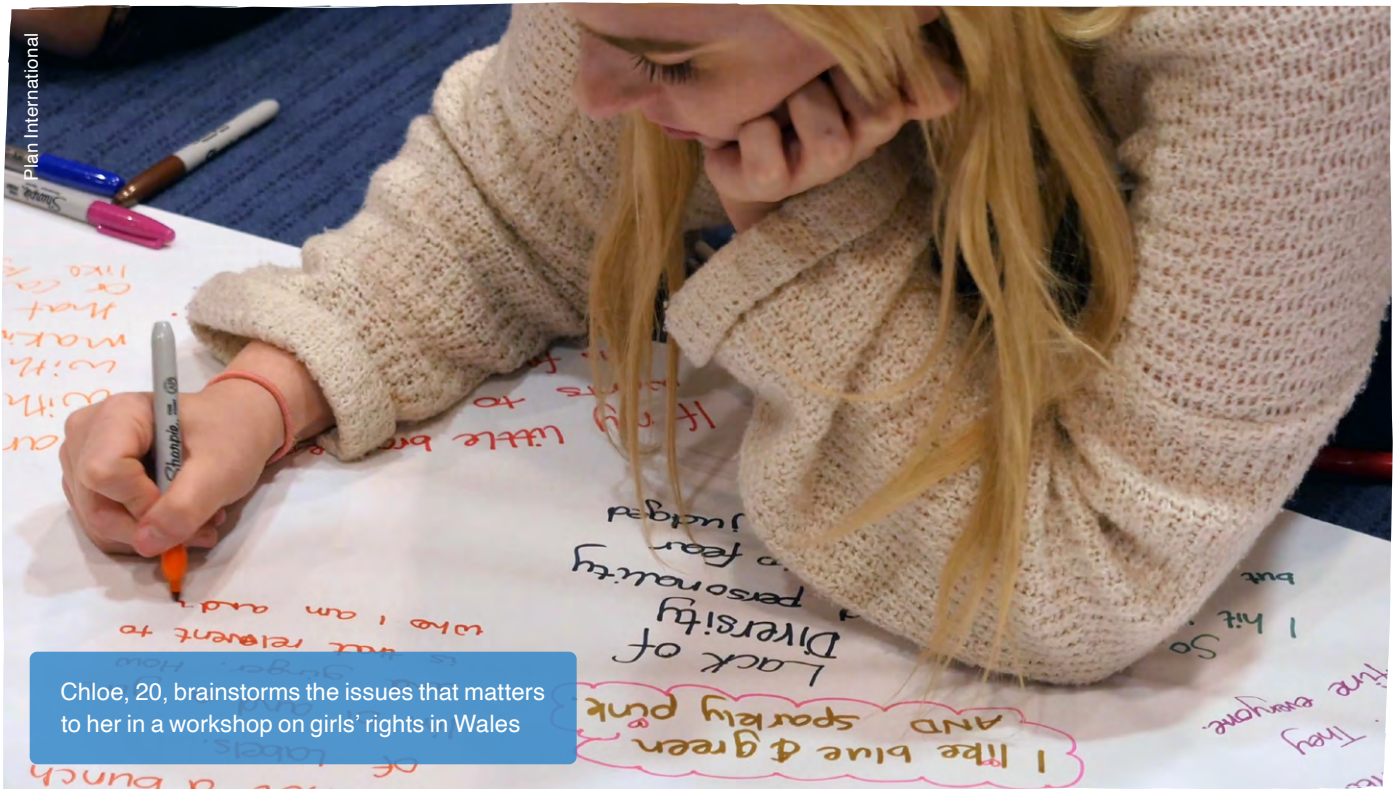
There are many options. Take some time to identify the person you think could create the change you are seeking.

Well done – now you have your campaign target.

Nice one!



Fiona, Faridah and Rowlings launched their campaign in Uganda to end sexual exploitation of girls at work



Chloe, 20, brainstorms the issues that matters to her in a workshop on girls' rights in Wales

Influencer mapping

Now you have your campaign target, next you need to think about how you can influence them to change their mind and support your campaign.

To think this through, write their name in the middle of a piece of paper, or use Template 3 on Page 15.

Next, have a think about all the things (personal, political, big, small) that could influence them and write them around the outside with arrows pointing in.

Look on p15



STEP 3

CHOOSE YOUR CAMPAIGN TACTICS

Recap – now you have a change objective and a campaign target. This is the foundation for your campaign.

Now, (and only now!), you can move onto the fun bit – what are you going to do, the ‘tactics’!

Check these out

There are many, many different campaign tactics you could do – in fact, for inspiration, [here is a famous list](#) of 198 possible types of campaign actions!

But the most important thing is that you plan your tactics based on what will influence your campaign target (or influence someone else who could then in turn influence the campaign target).

Otherwise you could be spending a lot of time and energy on an activity but not moving any closer to your goal.

TOP TIP!

Go back and look at your power-mapping and think about what could move some of the key players to agree with you more, or move those that agree with you already into a more powerful position. Go back and look at your influencer-mapping – how could your tactics relate to the influences?

Get a piece of paper and make a big mind map of all your ideas.

Make it a big piece!

Every campaign is different, but most involve some elements of the following:



Contacting your campaign target: [click here](#) for **Act for Girls: Influence**



Getting creative: [click here](#) for **Act for Girls: Create**



Getting the word out: [click here](#) for **Act for Girls: Amplify**



Take a look at the guides above to help you to consider what tactics you could use.

Have a look of your big mind map of ideas and circle your top five (approximately) ideas. Now, think about what you would need to do for each one, who you need to involve and what resources you will need. (You can use the guides linked above to help you).

STEP 4

CREATE A TIMELINE

It is useful to create a timeline for your campaign.

At the top of your piece of paper write 'now', and at the bottom of your piece of paper write 'campaign objective successfully achieved!' or use Template 4 on Page 16.

Look on p16

Next, plot your tactics that you selected as your top ideas, and add them onto your piece of paper. Think about what order to do them in and why. Which ones lead to another? Which will take longer to prepare? Move them about until you feel you have them in the right order. Consider any upcoming key events or dates coming up and try to allocate a week or month to each of your tactics. Well done, now you have a tactics timeline!

STEP 5

DESIGN YOUR ELEVATOR PITCH

A key part of your campaign is persuading people that it is something they should support. So, it is very important to think carefully about how you talk about your campaign and what words you choose. What will convince people to care about your campaign when there are millions of causes in the world they could support?

It's a good idea to create a one minute 'elevator pitch' – imagine you are in an elevator (or lift) and you have the time it takes to get from the ground floor to the top floor to convince the person with you to support your campaign.

Your pitch needs to be clear, consistent and motivate people to join your cause.

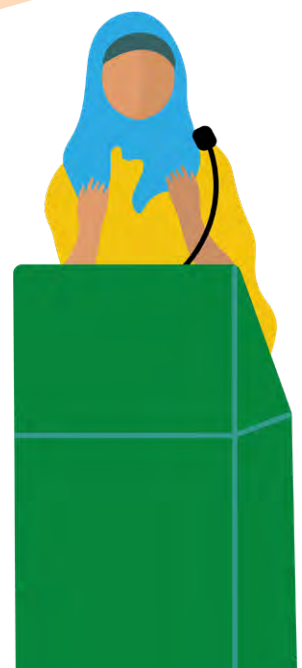
Create your elevator pitch by answering the following questions (you could use Template 5 on Page 17):

Look on p17

- In one sentence, what is the problem the campaign is trying to solve?
- In one sentence, what is the solution that the campaign is proposing?
- In one sentence, what is the action that people can take to support your campaign?
- In approximately 3 words, what is your campaign name or slogan? (make it catchy & ensure it explains the campaign without need for further context e.g. 'end child marriage')

Now read back, refine and practice, practice, practice!

You've got this!



POINTS TO CONSIDER

Try to put 'review points' in your timeline so that you remember to pause, reflect and check in with how you are progressing towards your change objective.

Do make sure to look after yourself, it's easy to 'burn-out' as a campaigner, especially when the change doesn't come as fast as you think it should. Try to practise self-care and remember to take breaks.

It's important to build a team around you, it's hard work creating change on your own! Think about who you could reach out to for support – do you know someone with social media whizz skills, or a brilliant creative mind or a great researcher? Could you reach out to them for help? The worst they can say is no!

If you are campaigning to benefit a group other than yourself, it's a good idea to engage with some of the people you are seeking to help and hear their views. Could you interview them and hear their perspectives? Could you get them involved in your activities?

If you can, test out your ideas and tactics with a small group of people and then adapt and improve as you go along.

In summary, now you have:

A CHANGE
OBJECTIVE

A CAMPAIGN
TARGET

CAMPAIGN
TACTICS

A TIMELINE

ELEVATOR
PITCH



Congratulations – you have your very own campaign plan! It won't be long until you are changing the world.

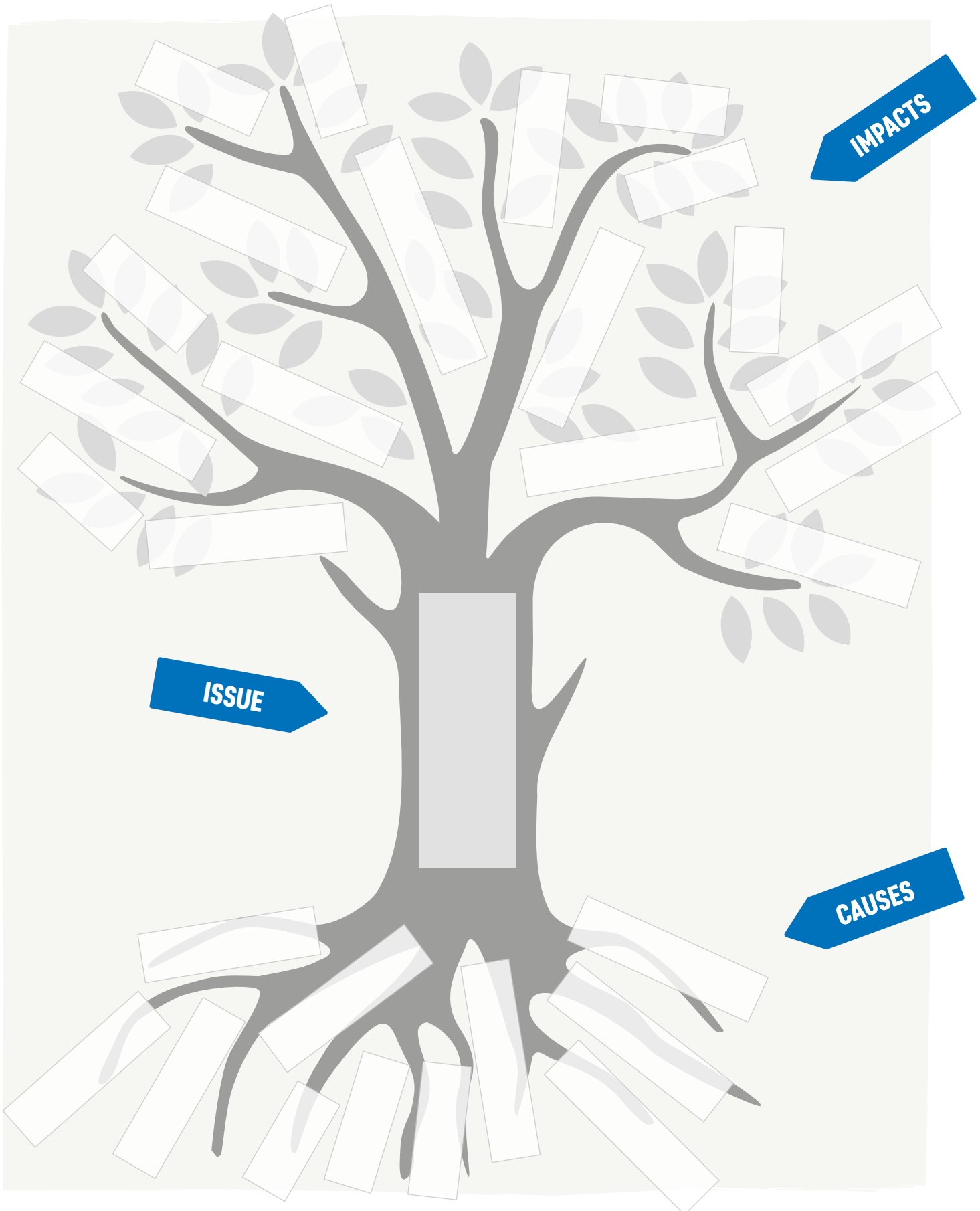
Do make sure to check out the other guides in the Act For Girls Toolkit [here](#).

Please feel free to get in touch with us at Plan International UK on youthengagementteam@plan-uk.org with any questions, comments or for further information. And do let us know how you get on, we would love to hear all about your campaigning!

Yes, you did it!

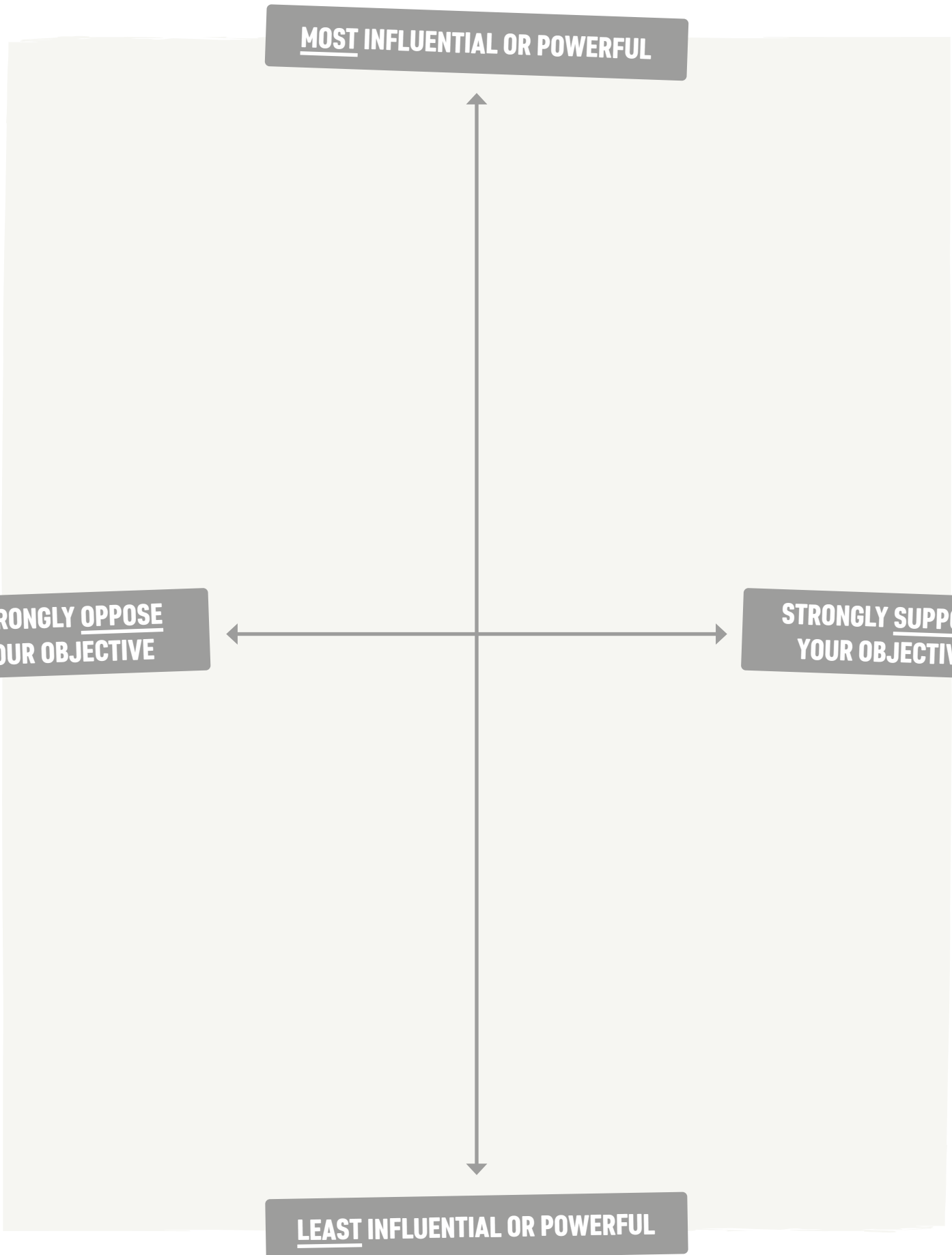
TEMPLATE 1

Problem / Solution Tree



TEMPLATE 2

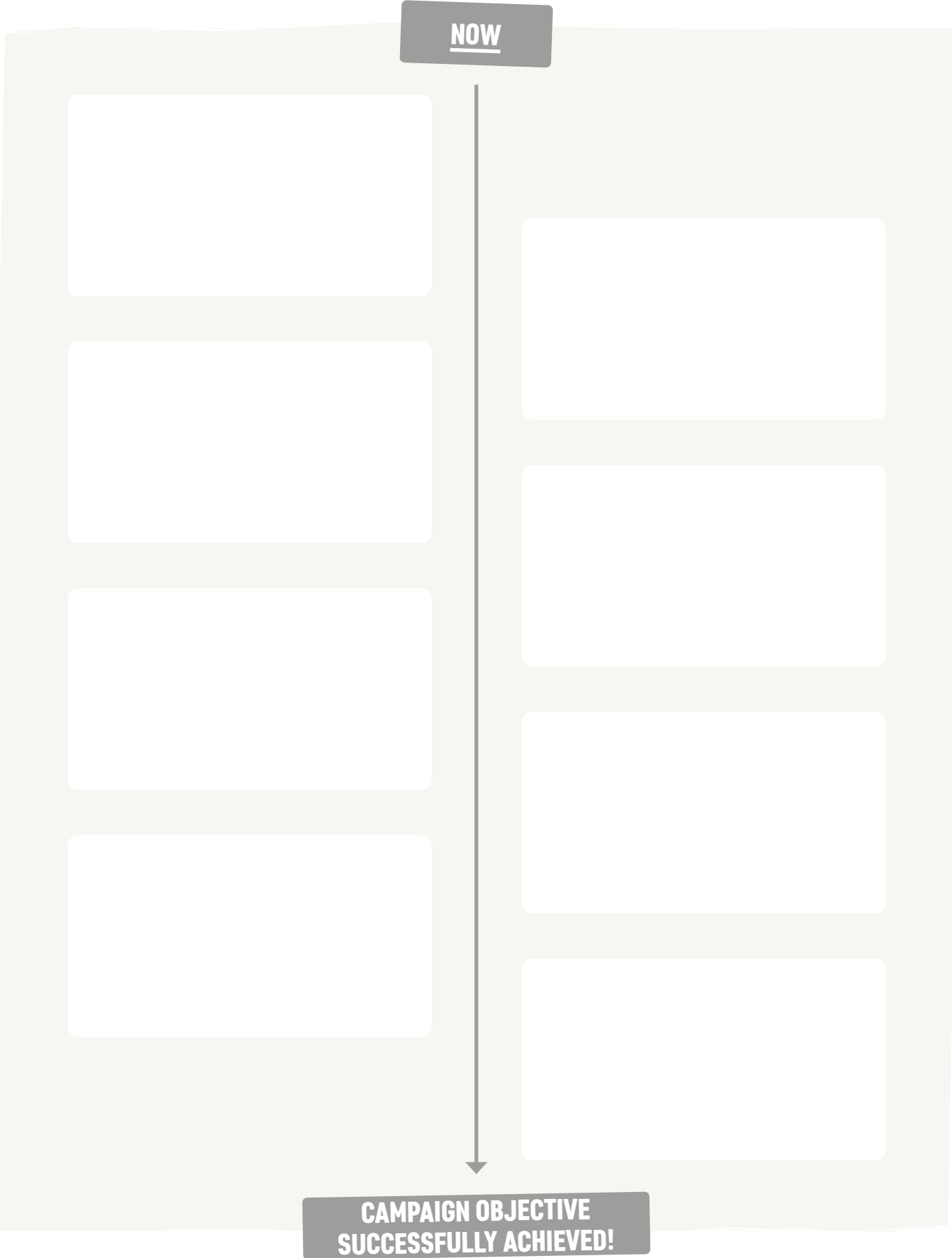
Power-mapping



TEMPLATE 3
Influencer mapping



TEMPLATE 4
Timeline



TEMPLATE 5

Elevator Pitch



In one sentence, what is the **problem** the campaign is trying to solve?

In one sentence, what is the **solution** that the campaign is proposing?

In one sentence, what is the **action** that people can take to support your campaign?

In approximately 3 words, what is your **campaign name or slogan**? (make it catchy and ensure it explains the campaign without need for further context e.g. 'end child marriage')

Further reading:

BE THE CHANGE by Gina Martin

SPEAK UP by Laura Coryton

FIGHT LIKE A GIRL by Clementine Ford

GIRLS RESIST! A Guide to Activism, Leadership, and Starting a Revolution by Kaelyn Rich

ACT FOR GIRLS: INFLUENCE Everything you need to know to influence your decision maker!

ACT FOR GIRLS: CREATE Everything you need to know to campaign creatively!

ACT FOR GIRLS: AMPLIFY Everything you need to know to get the word out!

Booklet design: Philippa Thomas (philippa-thomas.com) Booklet illustrations: Jessica Nugent ([@hellojesspanu](https://twitter.com/hellojesspanu))

Youth advocates and survivors campaign together to end child marriage in Tanzania. Left to right: Nyamburi, Mbusiro, Upendo, Joyce and Aidan



Plan International UK