

Campaign Idol

Handbook | GIWL Youth Summit

Overview

What are the most urgent gender-based issues facing this generation, and how can we solve them? This policy pitching competition is your opportunity to come up with innovative ideas and real-world solutions to address the challenges of today and the future.

How does it work?

Working in small teams, you will...

1. **Choose a gender-based issue that you want to solve** – This could be something that is particularly important to you or your community, or an issue that you think would have a huge impact on advancing gender equality on a local, national or global scale.
2. **Develop an innovative solution (or range of solutions) to address this issue** – Thinking about what stakeholders, communities or systems you would need to engage to get the idea off the ground, and what practical steps you would need to take to put the idea into reality.
3. **Pitch this idea to our panel of judges for feedback** – You'll need to cover: why this issue is important and needs addressing; your solution to fix it; the practical steps you would take to get there.

1. Developing your pitch

Some ideas to think about to help you work out your idea...

- In one simple sentence, what issue does your idea solve?
- Why is this issue important?
- What are the benefits of addressing it?
- Who would benefit?
- How does this idea implement change on a systems-level that will positively affect people on an individual level?

You do not, of course, have to change the whole world – making a change in a smaller environment

(a single school, or a hospital, a section of a government agency) is just as valid.

Some things to consider...

- Has anyone argued for a similar idea in a different context (eg a different country, sector, etc)? How successful was it and what differences might there be in the context you intend to use it?
- What will success look like and how can you measure it? Set challenging but SMART goals (Specific, Measurable, Achievable, Relevant and Timed).
- What is the evidence supporting or informing your idea? If there is no data (eg you are innovating), how will you get data to prove that the innovation has worked?
- How will your idea change the status quo?
- What context are you operating in and how does that impact the strategies you should use to effect change?

2. Getting your message across

Some things to consider...

- Why should people listen to you, is the status quo so unacceptable that they feel they have to act?
- What would be your “cafe pitch” – 30 words to convince someone you’ve just met that your idea is essential?
- How can you appeal to people’s emotions – their hopes and fears – as well as to their rational side?
- What metaphors or images can you use to explain your thinking and bring it to life?
- Which is your single most powerful piece of data? What one number can you get people to remember that underpins your idea?
- If your idea made it into the papers, what would be the best headline you could hope for? What would be the worst?

1. **What's our cafe pitch?** In one sentence, what is our idea and why is it important?

2. **What's our vision?** What's the long-term ambition for what we want to achieve with this campaign?

3. **What needs to change?** What problems need to be solved to make this vision a reality?

4. **What do we want to achieve?**
(What are our goals and objectives – remember to be S.M.A.R.T.I.E.E)

Goals

Objectives

3. **How can we create that change?** How do we transform the current system/institutions?

How can we support or amplify alternatives?

How can we create culture change on the issue?

4. **Who are our targets and allies?**

Who do we need on side to bring about this change? Who has influence?

Who is affected?

Who can we collaborate with?

4. **How can we create that change?**
What are our best advocacy activities and comms tactics for what we're trying to achieve?

5. **Outcomes** – what does success look like?

6. **Tracking & measuring** – what indicators should we measure to show we're progressing towards our objectives?