
Tools for the Toolkit: Campaign strategy in the refugee rights' movement



FREE THE REFUGEES
END MANDATORY DETENTION

CLOSE THE CAMPS.
BRING THEM HERE

CLOSE THE CAMPS.

BRING THEM HERE

BRING THEM HERE

DETENTION IS VIOLENCE



CLOSE THE BLOODY CAMPS

**Close Manus, Close Nauru
BRING THEM HERE**

Close Manus, Close Nauru

Welcome & Overview

Today

Introduction to campaign thinking

What do we want and by when? (Goal setting)

How will we get what we want? (Critical path analysis)

Who can give us what we want? (Power mapping)

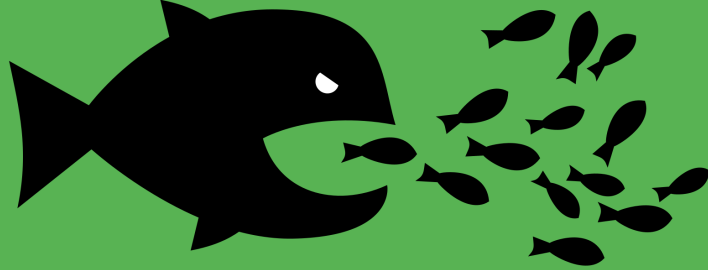
Report backs

Next steps & Close

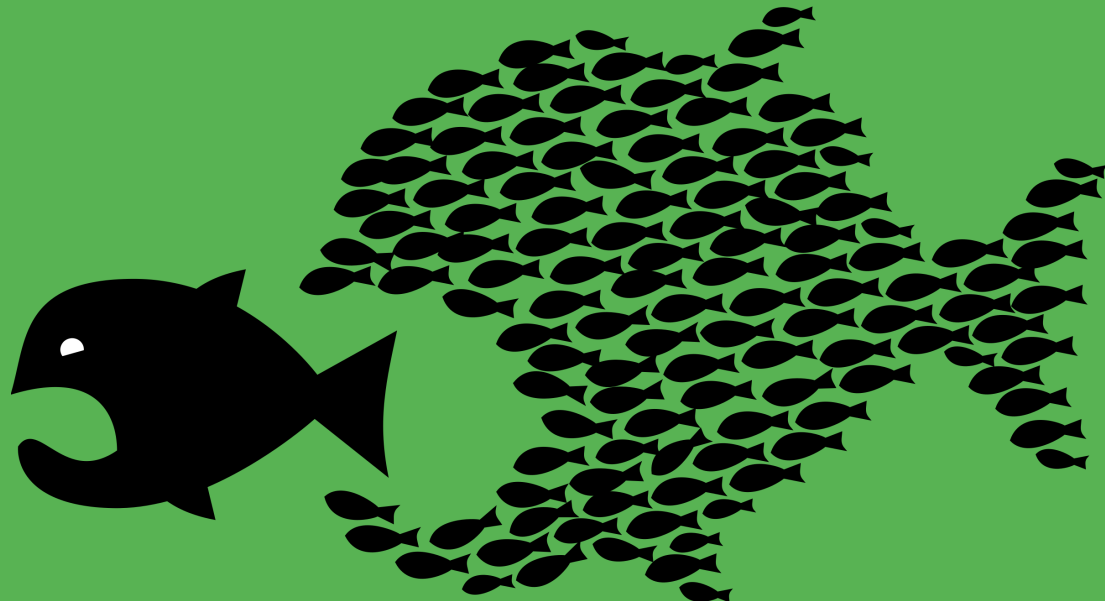
Aims

- To provide a high-level overview of campaign strategy and its use in the refugee rights' movement.
- To introduce attendees to some basic campaign strategy tools.
- To build capacity in the refugee rights movement to better plan and implement effective campaigns for change

The Blanket Game



ORGANIZE!



What is campaigning?

- Being guided by your vision and mission
- Setting a clear and measurable campaign goal
- Understanding the political, social and economic context you're operating in
- Breaking your overarching goal into smaller, more tangible bits - objectives (SMART)
- Being creative about the tactics you use to achieve your objectives
- Collaboration
- Review and evaluation
- See:

<http://www.thechangeagency.org/campaigners-toolkit/training-resources/strategy/>

Establishing a winning campaign

1. Is this a priority issue that would really positively benefit people seeking asylum and refugees?
 2. Is this something that we can mobilise the public en masse about?
 3. Is this something that politicians could support?
 4. Will campaigning about this issue do no harm?
 5. Do we actually need widespread public support to make this change?
 6. Can we achieve this change goal in the desired time?
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Let's use a real campaign example

Reinstating Permanent Protection for all
people owed refugee protection

**What do we want and by
when?
(Goal setting)**

Setting a goal

Goals should be specific, engaging and reasonably realistic.

Where will change come from?

E.g - Community Sponsorship program

The Australian Labor Party commit to a revived Refugee Community Sponsorship scheme of 10,000 places annually at their National Conference in July 2018.

**How will we get what we
want?**

Critical Path Analysis

What are the stepping stones to achieving our campaign goal?

A successful critical path:

Serves as a simple and powerful aid to communicate your group's analysis, vision and hoped-for social changes.

Helps focus your energies. Before deciding on possible actions or tactics, your group members can ask 'How will this move us along our critical path?'

Identifies where your impact will be apparent, If you're sensationally successful, what will change?

Encourage a discipline so campaigners think first about the impact you hope for then you you'll create that impact or change.

**Who can give us what we
want?**

Power mapping

A power map can be a useful reference and shared analysis during a campaign. This is a simple tool to identify where key stakeholders (allies, targets, opponents and constituents) stand in relation to your campaign objective, and their relative levels of influence.

Wrap up
