Course Title: Advocacy & Campaigning for Gender Equality & Youth Rights

- **Duration:** 5 Days (approximately 35-40 instructional hours)
- **Course Goal:** To provide advocates, program staff, and leaders from civil society organizations with the strategic frameworks, practical skills, and confidence to design, implement, and manage effective advocacy campaigns that advance gender equality and youth rights, influence policy, and drive meaningful social change.
- **Core Focus:** Mastering the end-to-end advocacy and campaign cycle, from problem analysis and strategy development to messaging, mobilization, and measuring impact.

Learning Objectives:

Upon successful completion of this workshop, participants will be able to:

- **Apply** a gender and youth rights-based approach to all advocacy work.
- **Conduct** a thorough problem analysis and stakeholder power mapping for a specific advocacy issue.
- **Develop** a comprehensive advocacy strategy with clear, SMART objectives.
- **Craft** powerful, evidence-based, and emotionally resonant campaign messages tailored to different audiences.
- **Utilize** a range of advocacy tactics, including direct lobbying, media engagement, digital campaigning, and community mobilization.
- **Build** and manage effective coalitions and alliances to amplify campaign impact.
- **Engage** constructively and persuasively with policymakers and other decision-makers.
- **Integrate** principles of meaningful youth participation and feminist leadership into their campaign management.
- **Develop** a simple M&E framework to track the progress and outcomes of their advocacy efforts.
- **Create** a complete Advocacy Campaign Plan for an issue relevant to their work.

Target Audience:

- Advocacy Officers, Campaign Managers, and Policy Analysts from NGOs and CSOs.
- Youth activists and leaders of youth-led organizations.
- Gender Specialists and Program Managers.
- Development practitioners whose work involves a policy or advocacy component.
- Anyone passionate about learning how to effectively campaign for social justice issues related to gender and youth.

Prerequisites:

- A foundational understanding of and commitment to gender equality and youth rights.
- Experience working in a community, NGO, or development context is beneficial.

Teaching Methodology:

This is a highly interactive, participatory, and action-oriented workshop. The methodology includes:

- **Interactive Lectures & Frameworks:** Introducing key concepts in advocacy, campaigning, and social change theory.
- **Case Study Deep Dives:** Analyzing real-world advocacy campaigns for gender equality and youth rights (both successes and failures) from around the globe.
- **Intensive "Campaign-in-a-Week" Workshop:** The core of the course. Participants work in teams on a single case study campaign, building out their strategy and materials at each stage.
- **Creative Labs & Writing Clinics:** Sessions focused on brainstorming campaign tactics, slogans, and writing powerful messages and policy briefs.
- **Role-Playing & Simulations:** Practicing skills like a lobbying meeting, a media interview, or a coalition-building negotiation.
- **Peer Learning & Feedback:** A collaborative environment for sharing experiences and refining strategies.

*(For **Online Delivery**, this will be adapted using virtual whiteboards (e.g., Miro/Mural) for strategy mapping, breakout rooms for campaign planning, collaborative documents for message development, and polls for engagement.)*

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Materials Provided:

- A comprehensive digital or printed **"Advocacy & Campaigning Playbook"** with frameworks, tools, and best practices.
- Templates for an Advocacy Strategy Plan, a Stakeholder Power Map, a Messaging House, and a Policy Brief.
- A detailed case study of a complex gender or youth rights issue.
- A curated list of resources from leading advocacy organizations (e.g., UN Women, Plan International, CIVICUS).
- Certificate of Completion.

Detailed Day-by-Day Curriculum

Day 1: The "Why" & "Who" – Foundations & Analysis

- **Module 1: The Foundations of Advocacy for Gender Equality & Youth Rights (Approx. 2 hours)**
    - Welcome, introductions, establishing a safe and inclusive space, and course objectives.
    - Defining Advocacy: A spectrum of actions to influence decisions and create change.
    - A Rights-Based Approach: Moving from "needs" to "rights."
    - Core principles: Feminist leadership, meaningful youth participation, and intersectionality.
    - **Activity:** "My Advocacy Inspiration" – Participants share a campaign or activist who inspires them and why.
- **Module 2: Problem Analysis & Defining Your Advocacy Goal (Approx. 3 hours)**
    - Moving from a broad issue (e.g., "gender-based violence") to a specific, winnable problem.
    - Using a **Problem Tree** to analyze the root causes and consequences of the issue.
    - Transforming the problem into a clear, SMART advocacy objective (the specific policy or practice change you want).
    - **Workshop:** Participants use a problem tree to analyze the course case study and formulate a SMART advocacy goal.
- **Module 3: Power Analysis & Stakeholder Mapping (Approx. 2.5 hours)**
    - "Advocacy is about shifting power."
    - Identifying all relevant stakeholders: Targets, allies, opponents, and influencers.
    - Using a **Stakeholder Power & Interest Matrix** to map the political landscape.
    - Analyzing the interests, motivations, and power of key actors.
    - **Workshop:** Participants create a detailed stakeholder power map for their case study campaign.
    - **End of Day 1 Recap & Q&A.**

Day 2: The "What" – Crafting Your Strategy & Message

- **Module 4: Developing Your Advocacy Theory of Change (Approx. 2.5 hours)**
    - What is a Theory of Change for advocacy? A roadmap showing how your activities will lead to your desired change.
    - Mapping the causal pathway: From activities to outputs to intermediate outcomes (e.g., increased public awareness, policy change) to long-term impact.
    - Identifying key assumptions that must hold true for your strategy to work.
- **Module 5: Crafting Your Core Campaign Message (Approx. 3 hours)**
    - The power of a simple, clear, and consistent message.
    - Developing a **"Message House"**: The core message, 3-4 supporting pillars, and evidence/stories for each.
    - Framing your issue to resonate with the values of your target audience.
    - Using storytelling and personal testimony to create an emotional connection.
    - **Intensive Writing Workshop:** Participants work in groups to develop a complete Message House for their case study campaign.
- **Module 6: Building Your Evidence Base (Approx. 2 hours)**
    - The role of evidence in building credibility.

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- Gathering and using different types of evidence: statistics, research reports, human stories, M&E data.
- Presenting data in a simple, compelling way (infographics, fact sheets).
- **End of Day 2 Recap & Q&A.**

Day 3: The "How" – Tactics & Engagement

- **Module 7: The Advocacy Tactics Toolbox (Approx. 3 hours)**
  - An overview of a wide range of advocacy tactics:
    - **Insider Tactics:** Direct lobbying, policy dialogues, expert briefings, participating in consultations.
    - **Outsider Tactics:** Public demonstrations, petitions, media campaigns, community mobilization.
    - **Digital Tactics:** Social media campaigns, online petitions, email advocacy.
  - Choosing a strategic mix of tactics that align with your goal, targets, and resources.
- **Module 8: Direct Lobbying & Engaging with Policymakers (Approx. 2.5 hours)**
  - Preparing for and conducting an effective lobbying meeting.
  - Building relationships with decision-makers and their staff.
  - Crafting a compelling "ask."
  - **Role-Play:** A simulated lobbying meeting where participants must present their case to a "policymaker."
- **Module 9: Building & Managing Coalitions (Approx. 2 hours)**
  - The power of collective voice: "If you want to go fast, go alone. If you want to go far, go together."
  - Strategies for identifying allies and building strong, diverse coalitions.
  - Managing the dynamics and decision-making within a coalition.
  - **Activity:** "Coalition Mapping" – Identifying potential allies for the case study campaign.
  - **End of Day 3 Recap & Q&A.**

Day 4: Amplifying Your Message – Media & Mobilization

- **Module 10: Media Engagement & Public Relations for Advocacy (Approx. 3 hours)**
  - Developing a media strategy.
  - Writing effective press releases and media pitches.
  - Preparing for media interviews: Staying on message and handling tough questions.
  - Building relationships with journalists.
  - **Role-Play:** "Hot Seat" media interview practice.
- **Module 11: Digital Campaigning & Social Media Advocacy (Approx. 2.5 hours)**
  - Using social media platforms to raise awareness, mobilize supporters, and target decision-makers.
  - Crafting shareable content (visuals, videos, infographics).
  - The power of hashtags and online petitions.
  - Managing online communities and responding to opposition.
  - **Creative Lab:** Participants design a simple social media campaign for their case study.
- **Module 12: Community Mobilization & Grassroots Action (Approx. 2 hours)**
  - Strategies for mobilizing community members to take action.
  - Organizing public events, workshops, and demonstrations.
  - The role of art, music, and culture in campaigning.
  - Ensuring the safety and security of activists.
  - **End of Day 4 Recap & Q&A.**

Day 5: M&E, Sustainability & Your Campaign Plan

- **Module 13: Monitoring & Evaluating Your Advocacy Campaign (Approx. 2.5 hours)**

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    - How to track the success of your advocacy work.
    - Developing a simple M&E framework for advocacy: Tracking activities, outputs, and intermediate outcomes (e.g., policy shifts, increased media coverage).
    - Using M&E for learning and adapting your campaign strategy in real-time.
    - Celebrating milestones and maintaining momentum.
- **Module 14: Ensuring Ethical & Sustainable Advocacy (Approx. 2 hours)**
    - The principles of ethical advocacy and "Do No Harm."
    - Ensuring the meaningful participation of the people you represent.
    - Strategies for fundraising and ensuring the financial sustainability of your campaign.
- **Module 15: Your Advocacy Campaign Plan (Capstone) (Approx. 2.5 hours)**
    - **Capstone Workshop:** Participants synthesize all their work from the week into a comprehensive Advocacy Campaign Plan for their case study.
    - The plan will include: Goal, Targets, Strategy/ToC, Key Messages, Tactics, Timeline, and M&E Indicators.
    - Groups present their final plans to the cohort for feedback.
- **Module 16: Course Review & Commitment to Action (Approx. 1 hour)**
    - Review of the key components of a successful advocacy campaign.
    - Open forum for final questions and sharing key commitments.
    - Resources for continued learning and networking.
    - Course evaluation and closing.

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