

Campaigning Effectiveness



Campaigning and Advocacy workstream

What is campaigning and advocacy?

Campaigning is diverse and it can involve a range of activities such as lobbying, direct action and raising issues in the media, it also covers a range of disciplines which are united under the umbrella of ‘campaigning’. There are a variety of terms used to describe these disciplines including advocacy, influencing and voice.

But what is important though is whether you are trying to save a local community centre from closing or lobbying government, campaigns are created to produce a change. The impact is the real change created by a campaign – the difference it makes to people’s lives.

What does the workstream do?

We are working with support providers to build the understanding of and capacity in campaigning and advocacy. Campaigning Effectiveness, NCVO is lead partner for the workstream and with our partners Bassac, British Institute of Human Rights, Bond, People and Planet, Sitewriters, NAVCA, and Roehampton University we are providing a range of range of resources and training. Below is a summary of our main activities.

Who leads	What is it	Who is it for	When and how	Actions
CE, NCVO Accredited by Roehampton University	<p>Certificate in Campaigning</p> <p>Do you want to improve your skills in planning, delivery, evaluation and strategic thinking? This course covers all aspects of good practice campaigning and influencing policy over 10 modules.</p>	<p>Campaign and policy professionals</p> <p>Priority reach small to medium sized support providers with bursary spaces. Reduced rates for small organisations and individuals.</p>	<p>Series 7 is planned for autumn/winter 2010 there are bursary spaces available for small to medium sized organisations with the priority for support providers.</p>	<p>For more information see http://www.ncvo-vol.org.uk/certificateincampaigning</p> <p>To help us promote the next series of the Certificate and the bursary spaces available contact Susie Rabin susie.rabin@ncvo-vol.org.uk or call 020 7520 2577</p>

	<p>'influence' is</p> <ul style="list-style-type: none"> • Discuss and record how influential community groups and networks feel • Plot and evidence how influential they are • Plan how to increase their influence. 	<p>regional consortia and community organisations.</p>		<p>from: taster workshops, 1 day training workshops and facilitator training for more information and for enquires see their website http://www.bassac.org.uk/our-programmes/voice/axis-of-influence-workshops</p>
<p>British Institute of Human Rights (BIHR)</p>	<p>Developing training and resources on Human Rights Based Approach (HRBA) to campaigning. Including</p> <ul style="list-style-type: none"> • 2 hour taster sessions HRBA training workshops • 2 day training module • Using a Human Rights Based approach to Campaigning toolkit integrating HRBA and campaigning and advocacy 	<p>Support providers and VCOs who support frontline groups, local campaigning groups, advocates.</p>	<p>BIHR will be running a series of four 2-day training events till March 2010</p> <p>The toolkit will be available later in 2010.</p>	<p>For more information on the HRBA to campaigning see their website http://www.bihar.org.uk/ or contact Sonia Omar to find out about upcoming events somar@bihr.org.uk 020 7469 5700</p>
<p>Bond Network for UK based NGOS.</p>	<p>Prioritised three areas to share learning and good practice between development organisations and domestically focussed organisations.</p> <p>Campaigning for change at the European level</p>	<p>Seminars and resources available for to all. Peer learning exchanges are for Bond members only</p>	<p>2 day EU study trip 3-4 March</p>	<p>For more information on the full programme see http://www.bond.org.uk/pages/campaigning-effectiveness.html or contact Tim Gee tgee@bond.org.uk</p> <p>More on the study trip see http://www.bond.org.uk/learning-and-training.php/a0E40000003xhGrEAI/eu-</p>

	<p>Training and resources to maximise the opportunities to achieve policy change and hold European decision makers to account.</p> <p>Beneficiary Voice Create spaces to share and develop good practice in promoting and strengthen their approach to beneficiary voice</p> <p>Inspiring Supporter Action Exploring how best to provide actions supporters will want to take and that will make a difference, looking into new media and learning from other industries.</p>		<p>1 day conference 18 February. Free guidance notes report available in April 2010</p> <p>2 day training course 23-4 February 2010 Free guidance notes pdf and report available in April 2010</p>	<p>study-visit</p> <p>More information see the website http://www.bond.org.uk/pages/beneficiary_voice.html</p> <p>More information on the training http://www.bond.org.uk/learning-and-training.php/a0E4000003w38AEAQ/inspiring-supporter-action</p>
<p>People and Planet</p>	<p>The largest student campaign network in Britain, are developing the campaigning and advocacy capacity of universities, colleges and schools and individual supporters.</p>	<p>Students at schools, colleges and universities and youth organisations</p>	<p>Summer Gathering 2010 A national campaign training event aimed at improving student campaigners skills and knowledge</p> <p>Campaigning resources</p> <p>Deliver training to student campaigning groups</p>	<p>For more information on this event see last years timetable http://peopleandplanet.org/summergathering</p> <p>Resources are available on their website here http://peopleandplanet.org/resources/</p>

				<p>If you know of any youth groups that would like campaign training or advice contact Emily Cantrall emily.cantrell@peopleandplanet.org or call 01865 245678</p>
NAVCA	<p>Advocating Intelligent Commissioning</p> <p>Training and sharing of good practice in commissioning processes and local experience and knowledge.</p> <p>Skilling Up for Stronger Voices</p> <p>This programme of activity is supported by the Improving Local Partnerships Team in NAVCA and direct delivery for community groups is also available through BASIS funding.</p>	<p>Local infrastructure organisations, rural community councils and sub regional consortia.</p>	<p>A series of regional training events on influencing LAAs, LSPs and the local commissioning process, involving: good practice, sharing experience and knowledge and networking</p> <p>Train the trainer for support providers designed to help community and third sector representatives who are active within local public decision making structures to develop their knowledge and skills to feel more confident and supported in their roles.</p>	<p>For more information and to register your interest see their website http://www.navca.org.uk/localvs/lcp/news/lcpuroi.htm</p> <p>Training in the South East 23 March http://www.navca.org.uk/events/comm_southeast.htm</p> <p>For more information on when and how see their website http://www.navca.org.uk/roistrongervoces.htm</p> <p>For direct delivery to an organisation see http://www.navca.org.uk/events/skilling_updirectdeliveryinfo.htm</p>
CE, NCVO Future resources	<p>Research addressing key campaigning issues:</p> <p>Power and social change</p> <p>Web based publication investigating the nature of</p>	<p>All</p>	<p>Pdfs will be available from March 2010 www.ncvo-</p>	<p>If you would like to feature and of these resource in your communications contact Amelia Gudgion amelia.gudgion@ncvo-vol.org.uk or call 020 7520 2577</p>

	power and how change happens and how it can be influenced.		vol.org.uk/influencing_social_change	
	<p>Campaigning in confidence resource for Trustees Summary guide outlining the principles of campaigning and influencing policy including relevant case studies to inspire trustees.</p> <p>Campaigning in confidence resource for Funders Summary guide outlining the principles of campaigning and influencing policy including relevant case studies to inspire funders and trusts.</p>	Boards and trustees	Available as a free pdf or report from April 2010 http://www.ncvo-vol.org.uk/campaigning-resources	
		Funders and trusts	Available as a free pdf from April 2010 http://www.ncvo-vol.org.uk/campaigning-resources	

For more on our latest events and activities visit the Improving Support website
http://www.improvingsupport.org.uk/resources_by_topic/campaigning.aspx

For more free campaigning resources visit <http://www.ncvo-vol.org.uk/campaigning-resources>

