



2023 Campaigner Fellowship

Guide to Pitch a Campaign

How to Create a Campaign Pitch

amandla.mobi runs campaigns to build a more just and people-powered Mzansi. Our approach to campaigns is very specific. We don't do 'awareness campaigns' which try to make people more aware of an issue and we also don't run campaigns to convince people to change their behaviour.

There is a role for these types of campaigns, but the way amandla.mobi approaches campaigns is to amplify the collective power of Black women and gender non-conforming people, from low-income backgrounds and challenge those in power to make changes to policies, processes, decisions, budgets, regulations and laws, which will make a real difference in people's lives.

In the online application, Section 5 involves you pitching a possible campaign for amandla.mobi to support. This exercise is designed to test your ability to identify opportunities, decision-makers and demands and write in a conversational style.

Below we break down the steps we go through when designing and pitching a campaign. Carefully go through the below document to assist you with completing the online application form.

1. Campaign issue

Choose an issue that impacts Black women and gender non-conforming people from low-income backgrounds in your community. The issue should be specific and one that people care about. Speak to people and read reliable news to help you identify a campaign issue.

Example: Stop virginity testing for bursaries in UThukela



5. Powerful call to action and different tactics



- Even if someone cares about the issue you are campaigning for, your campaign must have a clear strategy that explains how joining your campaign could result in change.
- So, instead of saying "Act now, sign the campaign to bring down patriarchy, say no to taxes on sanitary pads" your campaign should rather explain how everything fits together.
- For example: "This week Treasury finally admitted the VAT hike will hurt the poor. They are feeling the pressure and have set up an expert panel to consider removing VAT on essential items. This is our chance to finally get the tax on sanitary pads removed. But we have to act fast, public submissions to the expert panel close in 48 hours. If enough of us come together we can make sure the majority of submissions demand sanitary pads are VAT free. The panel and Treasury will then have no choice but to end the tax on our periods.
- Use different tactics to influence the decision maker by building public pressure,



- If you launch a campaign to end corruption, it will get little support even though everyone is against corruption. But if something has happened, such as a scandal, and there is clear evidence of wrong doing, the media coverage and public awareness could be used to mobilise people behind your campaign. For example, Auditing firm KPMG is in the news after withdrawing their report into the so-called 'rogue unit' of SARS [1]. The allegations made in the report led to the removal of senior SARS investigators who were investigating money laundering and tax evasion. How can a student at Wits do something about this? They can help to hold companies like KPMG to account by calling for Wits University to fire KPMG as their auditor.



2. Decision maker



Find who your campaign's decision maker is. Ask yourself, which person has the power to change policies, processes, budgets or laws to address your issue?

Do some research to make sure you are targeting the right decision maker. The decision maker could be the manager at your local Shoprite, the station commander at your local police station, the City Manager who works under the Mayor, or the Gauteng MEC for Human Settlements.



3. Your campaign demands



What do you want the decision maker to do to address the issue you are campaigning on?

- Be very specific about what you want them to do and by when.
- Do some research to understand if there is a process that the decision maker has to follow before they can act. For example, if you want to campaign for a new clinic to be built, your campaign would have to be run before the decision maker has finalised the budget. Also research to see if there are already suggestions by experts on how to address the issue and see if you could use that when finalising your campaign demands.
- Your campaign demand should not be too broad, for example, 'End police brutality in South Africa'. It should be more specific, such as 'Investigate PMB police brutality and torture allegations'
- How will your campaign get this decision maker's attention?
- Focus on a demand which is realistic and winnable, and is a step in the right direction towards justice. So, instead of a campaign that gives government one week to compensate widows and families of those killed at Marikana, your first step is to change how people think about Marikana by campaigning for the SABC to screen a Marikana documentary which builds public support you can then mobilise.

4. Why now?



Let's go into more detail for each of these campaign design steps. We will provide tips and questions to ask yourself to help think through each step, as well as examples.

1) Identifying your campaign issue

Is the issue you want to campaign on an issue of social justice, environmental sustainability, democratic accountability or economic justice?

Is the issue one that directly affects low-income Black women and gender non-conforming people (for example, cost of sanitary pads) or an issue that indirectly affects low-income Black women and gender non-conforming people, for which you can make a case for why the issue is important? For example, British American Tobacco has been accused by SARS of not paying tax. Less tax means less money for service delivery which hits low-income Black women and gender non-conforming people first and hardest because we rely on service delivery more than others.

Is the issue one where people coming together to take some kind of action/s can play a critical role in making a difference in what the final outcome is? Often we see cases of gender-based violence and rape in the media, and that the person accused of the crime may be granted bail. We might want to campaign and protest to stop bail being granted, but a Judge generally can't be influenced by the general public - they have to follow the law. So in this case a campaign which tries to build public pressure to stop bail from being granted would not work.

It is an issue that people care about and are impacted by, where our running a campaign will be of service to them? For example, reducing the cost of data means more access to information and more money at the end of the month, rather than a campaign to save rhinos.

The issue must be values aligned (fits with amandla.mobi's values) and intersectional. Reintroducing the death penalty is not a values-aligned issue to campaign on. Campaigning on the issue of racism whilst making misogynistic comments is not intersectional.

It is also important to note that amandla.mobi is not connected to any political party. We are independent and non-partisan. This means we don't approve campaigns that promote a particular political party or politician. We focus on policies, budgets and decisions made by decision-makers that impact our members.

2) Find the right decision maker

Your campaign must have a clear decision maker, someone who has the power and mandate to address the issue by implementing your campaign demand. For example, this means you should not select 'all men' as the decision-maker in a campaign on gender-based violence. It's impossible to deliver your campaign demands to 'all men'. Rather, one way to address the issue is to campaign for better training for police to handle gender-based violence or changes to school curriculum to address rape culture. These are campaigns that create systemic change by focusing on a decision maker, such as the Police Commissioner or targeting the right person in the Department of Basic Education who is in charge of curriculum changes, or even the Parliamentary Portfolio Committee which oversees education.

Your decision maker should also not be too broad, i.e. 'government' or 'all companies'. You should also consider that it's best for your campaign to start off small. For example, instead of your campaign targeting the President, or all mining companies, make your campaign more specific. So, if you want to address the lack of public toilets in your area, maybe target your Municipality's Mayor, or even the Councillor who oversees

Housing and Human Settlement Development. Or, if your campaign was targeting mining companies for unsafe working conditions, maybe start with targeting one specific mining company. If you succeed, you can campaign against the others.

Also remember, your campaign needs to get the attention of the decision-maker. It's hard to get the attention of the President, so focus on other decision-makers. You may also want to campaign against say an apartheid denialist like Steve Hofmeyr. But Hofmeyr won't change his views. What gives him power however is the microphone he uses at concerts and festivals to spout white supremacy. Steve Hofmeyr only has that power because companies like Pick n Pay sponsor these events. These companies spend millions to make themselves look good. By targeting Pick n Pay to drop their sponsorship, you can begin to chip away at the foundations.

3) Think through your campaign demands

Your campaign demands should be clear and you must balance a demand that the decision-maker can easily implement (low-hanging fruit/winnable) with the impact the campaign demand will have. People usually don't join campaigns if they think the campaign is unrealistic or does not have a clear demand to change policy, processes, budgets, laws or decisions.

Examples of vague and unrealistic campaign demands:

A campaign telling the Minister of Health to improve our nation's health.

Example of a campaign with specific and realistic demands based on the lived experience of Black people and research by experts:

Targeting the MEC of Health in Gauteng to commit to changing the Department's HR policy and to stop outsourcing Community Health Workers and instead make them permanent employees. You may also call on the MEC to motivate Treasury to double the Department's budget to hire twice as many Community Health Workers to work in rural areas because it takes longer to travel between communities compared to urban areas. Research by the Rural Health Advocacy Project report makes this recommendation [1].

[1] <https://rhap.org.za/wp-content/uploads/2022/11/2019PR1.pdf>

It's also important that the campaign demands are values aligned. You can't address an issue such as substance abuse among young people by running a campaign to demand that the Mayor of Johannesburg ban Nigerians from living in an area. This is xenophobic.

4) Make a case for why people should join your campaign now

Media coverage and public debate are constantly shifting. Your campaign needs to have a powerful message that captures the public imagination.

Timing is also important when it comes to influencing decision-makers. It's hard to demand an increase in the Corporate Income Tax after the 1st of April as the taxes for the year ahead are already set. It may also not be strategic to launch a campaign demanding more compensation from a gold mining company

for workers who are dying from silicosis if that mining company has just had an Annual General Meeting and shareholders voted against compensation.

Sometimes we can also change the public debate by engaging with the media and starting a debate on an issue we care about.

5) Create a powerful call to action

People are unlikely to sign a campaign titled '1 million signatures against corruption' because it is not clear how these signatures will get the attention of and influence a decision-maker.

However, let's say ICASA is holding public hearings on possible regulations to stop data expiring and airtime being chowed, many people may not be able to afford transport to the hearings in Sandton, or they might be working. Instead of asking people to attend the hearings, you could ask people to send their verbal submission via WhatsApp voice note to a number and play these submissions on a speaker at the public hearings.

When you think about your campaign's call to action, it's important that you think long and hard about the nature of 'power'. Consider why the decision maker has power, and how people coming together in numbers to take action through your campaign can build their collective power in a way that can get the decision maker's attention and create enough public pressure that they have to agree to your campaign demands.

Another way to think about a call to action is to think through how signatures, messages, protests etc. could have the most impact. If you feel that signing your campaign or going to a protest isn't going to have an impact, others won't either. Below is an example of an old campaign amandla.mobi did on the political party funding bill, which makes a case for why people should take action:

For the first time ever political parties will have to disclose who funds them, after the political party funding bill was signed into law [1]. This is a historic victory for transparency and we now can limit the influence of private interests on political parties, particularly those in government. But our work is not yet done. The delayed signing of the bill means political parties won't have to tell us who funds them until after the 2019 elections.

We have an opportunity now to put pressure on political parties to tell us who funds them before Mzansi goes to the polls on 8th May 2019. If enough of us demand that political parties tell us where they get their money from, they may have no choice but to come clean. Tweet at the parties asking them to tell us where they get their money from. If you aren't on twitter you can call each of the parties below:

The ANC Number is: 011 376 1000

The DA Number is: 010 593 3020

The EFF Number is: 083 661 7736

Now that you have gone through the process of designing your campaign, the next step is to turn all that thinking you've done into a campaign you will include in your online application.

Completing the Campaign Pitch Exercise in the Online Application

This section of the application guide will help walk you through the steps of taking your campaign research and writing it out in the format of a campaign page. There are four parts to your Campaign Pitch. *(Please note that the below examples of bad campaign titles and demands are not real campaigns.)*


1) Campaign Title *(Max 10 words, the shorter the better)*


Your campaign title is the first thing people see. Make sure it's short, specific and to the point. Below are some examples of good and bad campaign titles








Stop Standard Bank funding air pollution and making us sick

 Standard Bank



 Add your name to the campaign  

AMANDLA.MOBI

Stop Standard Bank funding air pollution and making us sick

To: People of South Africa

Lets hold hands and donate an apple to a hungry child

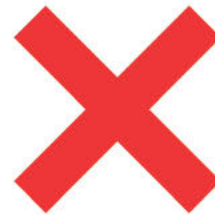
Campaign created by
Becky



Donate an apple to a hungry child

Why is this important?


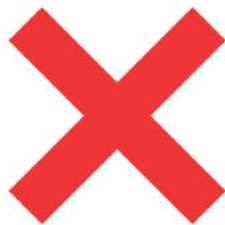

People are suffering and we must help the voiceless



AWETHU.AMANDLA.MOBI

Tell our political parties, if they want our vote, we the people must be able to fire them

#VoetsekTsotsi

	
 <p>AWETHU.AMANDLA.MOBI Take Skhumba Hlope off air until he apologises Amidst the violence at Wits University, Sarah Mokwebo, Hlengiwe Patri</p>	<p>Ensure greater integration of vertical and horizontal health systems, tell the DDG to amend sub-regulation (2)(a)</p>

2) Name of decision maker, their title and organisation *(Try keep this below 12 words)*

Once you have done your research and identified the right decision maker, list their name, title and department / business / institution they work for.

3) What you want the decision-maker to do? (Campaign demands) *Try keep this section between 200 to 300 words.*

Briefly outline your campaign demands. You do not want to write a small essay explaining the problem (leave that for the *Why is this important?* section). You want one or two sentences mentioning the issue to the decision-maker. The rest should be clear demands in bullet points. Keep this section between 200 to 300 words. See the examples below.



To: The DTI, The Dept of Small Business Development, Centurion Lake Hotel, Kim Du Preez who is the seminar coordinator, The Law Society of South Africa

Stop the "Fronting Seminar"



Campaign created by
Amandla.mobi Member

- a) The DTI and Small Business Development must stop this seminar from happening.
- b) Seminar sponsors Innoven Consulting and Axidex must be investigated.
- c) Centurion Lake Hotel should not host this seminar.
- d) Kim Du Preez must cancel this seminar.

Why is this important?

- 1. Fronting is criminal conduct.
- 2. A general lack of transformation in South Africa's private sector is one of the stumbling blocks in SA.
- 3. This seminar seeks to defeat the intended outcomes of transformation laws.
- 4. This seminar seeks to teach white people how to get away with fronting.

The Green Shift: Ask companies to stop using palm oil

Campaign created by



Companies are spending huge amounts of money to create palm oil plantations. We need them to get all their money out deforestation and into alternatives that don't destruct our environment.

This would have a huge financial impact and set a gold standard that other companies would then aspire to.

Join the global campaign

The Green Shifts Global's vision is for all people to have access to food that doesn't cause deforestation. We want a world without supply chains that destroy our planet.

Huge amounts of forest is being bulldozed to plant palm trees, this is destroying the natural habitat of animals like orangutans. We need your help.

Some companies agree that destroying forests is bad. Their mission is to be an ethical company. However, it still supports a lot of projects that destroy our environment.

Companies must put their money where their mouth is.

We are calling for much greater transparency about the impact on forests.

Why is this important?

Because forests

4) Why is this issue important? *(Try to keep this section between 3 to 4 paragraphs maximum, no more than 800 words)*

This is where you explain why you care about the issue, why other people should care too, an analysis of why it matters right now, and an explanation of how this campaign will get people to take back their power that has been undermined by various dominant groups in our society. Ensure you include at least three fact-based references from newspapers and other legitimate sources. Africa Check provides useful information on how to fact-check: <https://africacheck.org/how-to-fact-check/>.

In this section, it's important to make the case for why other people should join your campaign. Describe the problem, why it matters and what you want people to do. If you have a personal story of how you or someone you knows has been impacted, include this here as well as links to reliable news articles, reports etc.

Here are some more tips to help you with your campaign pitch:

- Make sure your writing is short, sharp and simple. Imagine you are explaining the campaign to a friend or family member. Avoid technical, academic or vague language.
- Don't spend too much time explaining the issue. People tend to over-explain why people should care about a particular problem. People join campaigns because they want to address an injustice, but also because they can see there is an opportunity to really make a difference.

Examples of good campaigns:

Example 1:

1) Campaign Title: *(Max 10 words, the shorter the better)*

Demand domestic workers can get compensation for work injuries

2) Name of the decision-maker and/or their organisation: *(Try to keep this below 12 words)*

Minister of Labour- Mildred Oliphant

3) What you want the decision-maker to do (campaign demands): *Try to keep this section between 200 to 300 words.*

To Minister of Labour, Mildred Oliphant, we call on you to recognise domestic worker's rights by including domestic workers in the Compensation for Occupational Injuries and Diseases Act (COIDA).

It is an injustice that domestic workers are not covered by this Act, taking into account the important, yet hazardous, work they do. We call on you to recognise domestic work as important, formal work. It is time to end the oppression of Black women, by giving Black women the same dignity as many other workers who are covered by this Act. By including domestic workers in this Act, you will send a message that domestic work is recognised, and domestic workers will be protected by law. It is important that our political leaders recognise domestic work so that employers and society do too.

4) Why is this issue important? *(Try to keep this section between 3 to 4 paragraphs maximum, no more than 800 words)*

Domestic workers are denied compensation for injuries because they are excluded from the Compensation for Occupational Injuries and Diseases Act (COIDA). But an amendment to the law has been proposed. But we only have 7 days before public submissions close, and we need to come together in numbers to ensure the law is changed.

Maria Mahlangu, a domestic worker drowned in 2012. Her family was offered only R2500 compensation. Johanna Motha was bitten by her employer's dog and set home without medical treatment. She ended up dying as a result of her injuries. Even though domestic work is included in the Occupational Health and Safety Act, they are still not a part of the Compensation for Occupational Injuries and Diseases Act [1]. This means domestic workers cannot seek medical compensation for costs linked to work related injuries and diseases. Domestic workers have to cover their own medical expenses when injured on the job. This is often times impossible- due to the small sum of money they are paid. Domestic workers should be paid R1787.80 a month [2], this is hardly enough to cover basic living expenses and transport to work. Research shows that domestic workers are often exposed to chemical and physical hazards [3].

SADSAWU (South African Domestic Service and Allied Workers Union) brought an application against the Minister of Labour and the Compensation Commissioner for domestic workers to claim compensation in terms of the Compensation for Injuries and Diseases Act 130 of 1993 (COIDA), in response to the poor compensation Mahlangu's family was offered. The case has been pending since 2015. The case has recently been postponed, after being set for the 15th of October. This case is an example of the consequences of domestic workers' exclusion in this Act. We call on you to recognize this case, as well as the rights of domestic workers.

The reality is that domestic work opens itself up to abuse. This abuse is targeted at Black working-class women, who work behind closed doors. Issues like health are always linked to racism and classism. Domestic workers are not seen as equals to their employer and are treated with contempt and disrespect. In the past domestic work, was not regulated by government, because they were not part of key labour legislation. Their work, was therefore seen as casual and informal, and little respect was paid to the work they do. This attitude of disregard towards domestic workers, is still seen in the way employers treat domestic workers.

[1] "The 2018 minimum wages for nannies and domestic workers." Nic Anderson. 13 December 2017 for Parent24

[2] "Bill on labour brokers gets green light" Nov 12 2013 Sapa for Fin24

[3] "Employment conditions and challenges associated with being a domestic worker in KwaZulu-Natal, South Africa. "Dr Lindiwe Innocentia Zungu, Associate Professor, University of Johannesburg, Faculty of Health Sciences.

Example 2:

1) Campaign Title: *(Max 10 words, the shorter the better)*

SABC, stop airing alcohol ads that associate alcohol consumption with success.

2) Name of the decision-maker and/or their organisation: *(Try to keep this below 12 words)*

Madoda Mxakwe, Group Chief Executive Officer, SABC

3) What you want the decision-maker to do (campaign demands) *Try keep this section between 200 to 300 words.*

We want the SABC to completely stop airing alcohol ads that are associating alcohol consumption with status and success.

It is bad enough that attempts to ban alcohol ads completely on TV were unsuccessful and now television in South Africa has become dependent on alcohol advertising. Since the ads cannot be

banned because the SABC says they stand to lose half-a-billion rand in ad revenue per year [1], never mind the fact that banning those ads will in actual fact, help save the country R1.9 billion that the government is already spending on dealing with alcohol-related harm [2], the least our public broadcaster could do is monitor and regulate alcohol marketing and advertising. The WHO recommends a number of different policies to help protect young people from advertising [3]. We call on the SABC to:

- Do not use settings that associate alcohol products with status and success.
- Avoid using young people in the advertisements, or implement a law that only adults from the age of 40 and so, can be in alcohol ads.
- Don't use words such as "Boss, The Man, Good Life, etc.

4) Why is this issue important? *(Try to keep this section between 3 to 4 paragraphs maximum, no more than 800 words)*

We live in an era where the digital world influences the lives of many people, especially young black people from poor backgrounds. We see something, we digest it, and we want to copy it. Institutions such as the SABC should not have a negative impact or allow negative airing. As the national broadcasting company, content that is of harmful nature or influence should not be aired, if not controlled. It is no secret that alcohol ads are flooding television. What is more saddening is that these ads glamourise alcohol consumption, and associate it with being successful. In the ads, you will see young people in an environment 'where successful people belong' consuming the alcohol, and promoting and encouraging those who are watching to go buy and drink it.

According to a special issue on alcohol advertising by the Southern African Alcohol Policy Alliance (SAAPA), research has linked exposure to portrayals of alcohol use in the mass media with the development of positive drinking expectancies by children and adolescents. Young people with more positive affective responses to alcohol advertising hold more favourable drinking expectancies, perceive greater social approval for drinking, believe drinking is more common among peers and adults, and intend to drink more as adults. [4] Research conducted by Soul City suggests that young people's views on alcohol advertising, marketing and availability have a direct influence on their drinking patterns and sexual behaviour. Conducted in a rural village in Mpumalanga and an urban township, where young people were encouraged to capture their experiences through photographs and captions, including participating in focus-group discussions, young males believed that drinking a particular brand would lead to them being successful and young women said flavoured drinks were targeted at them. [5]

While there are a number of regulations against alcohol advertizing that have passed, such as airing alcohol ads between 2pm - 5 pm on weekday and before 12pm on weekends on TV; and 6am - 9am and 2pm - 5pm on weekdays and no advertising before 12pm on weekends on radio, the laws need revisiting. In 2010, the World Health Assembly of the World Health Organisation endorsed a Global Strategy to Reduce the Harmful Use of Alcohol that countries needed to adopt. Ten policy options were identified, one of them being to reduce the impact of marketing, especially on young people and adolescents.

We must act now because we are what we consume! South Africa has a major problem with alcohol abuse. Even though there are hundreds of organisations and campaigns raising awareness about the

dangers of alcohol abuse. We know that advertising causes younger people to drink sooner and in greater quantities. It also creates an environment that normalises drinking and it typically only portrays the positive sides of drinking and not any negatives [6]. If we act now, we can have the power to control what we consume on TV, and by doing that, we will be saving ourselves, and the lives of young people. #WeDontNeedAlcoholToBeSuccessful

- [1] SABC Could Lose Half a Billion Rand If Alcohol Ads Are Banned. Zodidi Dano for IOL. 16 April 2018
- [2] Banning Advertising Alcohol Can Save SA R1.9 Billion. Zeenat Vallie for IOL. 2 March 2018.
- [3] 10 areas governments could work with to reduce the harmful use of alcohol. WHO
- [4] Impact of Alcohol Advertising and Media Exposure on Adolescent Alcohol Use. Peter Anderson, Avalon de Bruijn, Kathryn Angus, Ross Gordon & Gerard Hastings. SAAPA. 14 January 2009.
- [5] Alcohol Ads Luring SA Youth to Drink. Noni Mokati for IOL and Soul City Institute For Social Justice. 24 February 2017.
- [6] Proposed New Liquor Law Needs Revisiting. Marvin Charles for IOL. 16 August 2017.

Example 3:

1) Campaign Title: *(Max 10 words, the shorter the better)*

Stop Johannesburg's R50 recycling fee that threatens waste reclaimers' livelihood

2) Name of the decision-maker and/or their organisation: *(Try to keep this below 12 words)*

City of Johannesburg and Pikitup

3) What you want the decision-maker to do (campaign demands) *Try keep this section between 200 to 300 words.*

We demand that the City of Johannesburg and Pikitup:

1. Put an immediate stop to the R50 recycling fee.
2. Develop a reclaimer-based recycling system through consultation with reclaimers.

4) Why is this issue important? *(Try to keep this section between 3 to 4 paragraphs maximum, no more than 800 words)*

Starting from 1 July, residents living in houses worth more than R350 000 could potentially pay a R50 “recycling fee” if the City of Johannesburg’s proposed waste management tariff is approved [1]. The City

said that the R50 additional levy will go to Pikitup to extend a separation at source (S@S) programme which has already been piloted in a few suburbs in Johannesburg.

The City places the bill at the feet of “affluent” residents to extend the S@S pilot programme yet provides no research or statistics to support it. Residents are expected to buy into a system they know nothing about despite having very little trust in the government to provide services and use the money for its intended purpose.

Not only does this recycling fee raise more questions and concerns for residents, it is a grave threat to the livelihood of reclaimers who depend on the collection of recyclables for their daily living. The extension of this project will decrease reclaimers’ access to bins which will significantly decrease their income.

Reclaimers collect between 80 - 90 % of used packaging collected for recycling [2], saving municipalities millions of rands per year. The contribution of reclaimers cannot be overlooked or underestimated. There are alternatives to the City's proposal. As African Reclaimers Organisation (ARO), we have been piloting our own S@S programme, where we work directly with residents in Brixton and Auckland Park who separate materials for us.

Instead of destroying our jobs, Pikitup should expand our pilot across the city.

[1] New R50 levy proposed for ‘wealthy’ households in Johannesburg. Staff Writer for Business Tech. 6 April 2021.

[2] Packaging SA (2015). 2015 Recycling Assessment Report. Prepared by BMI Research, 01 September 2015.

Examples of campaigns that are not designed or written well.

To: Mayor

Need Mayor's name and name of municipality IF it's the Mayor who has the mandate to address the issue. It could actually be the provincial Department of Health.

Encourage young girls to stop drinking especially when they are pregnant

This is a very long campaign title and is more of a statement than a call to action. It's also not clear how *encouraging* will stop drinking while pregnant.



This photo does not reflect our core constituency and there is no photo credit.

The numbering format of the below text does not flow. There should also be no words that are all in capitals.

1.INTRODUCTIODrinking is a so common. It is widely used by many young and poor people in predominantly black township.

2 BACKGROUNDWhile I was going around the area I am living at I have noticed young women drinking while they are pregnant. And according to my source who doesn't want to be mentioned she told me that she was introduced to drinking by his boyfriend and when they are both drunk they see themselves owning this planet and she wanted to proof to the boyfriend that she loves him.

3. Problem statementDespite the common use of drinking in many communities there is a death of formal studies on the experience and views of its users. This young girls don't know the consequences of drinking while they are pregnant and what need to be done to support this young woman who wish to quit drinking use.

4.purpose of the campaignThe purpose of the campaign is to describe the experience of young women who drinking while pregnant in the area that I am living in and other townships.

This sentence is very unclear and Introduction and Drinking is merged together

A successful campaign clearly outlines how the campaign demand can make a real difference, and that the collective power of people joining the campaign can force the decision maker to act. The text above does not explain how signatures will convince the decision maker to act. It's also not clear how describing the experiences of young women will address the issue. The campaign also has no references to news articles or research.

Although this campaign would not be approved, this section here, which talks from a personal perspective, is important. You can also speak to people in a community, or quote a community member to explain the issue instead of just relying on statistics.

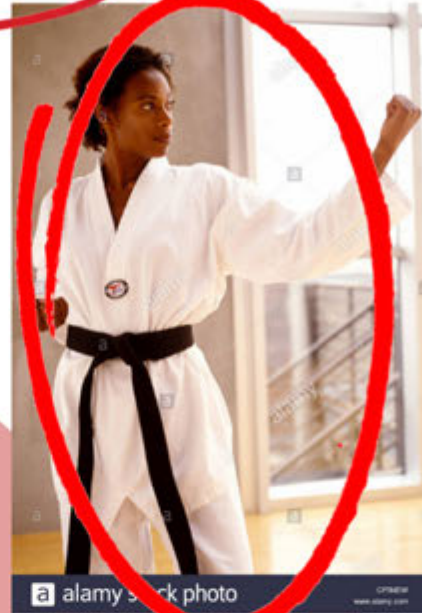
To: Government KARATE LESSONS

Not specific. Government has many departments and there is national, provincial and local government.

This campaign title is vague and it's all upper case. There is no call to action like 'Demand free karate lessons in Alexandra'

This photo is owned by alamy stock photos and can't be used. It has watermarks (light grey words and icons over the image). The photo also was not taken in South Africa. It should be ideally a South African image from an online news article where you credit the photographer and/or source.

The word 'Enable' is not conversational language. A more conversational sentence would be 'If Black women could go to free karate lessons....'



Creating free karate schools for everyone which will enable a great number of black women to have access to tools to stop rapist strangers. Free schools must be set up on townships and allow the voiceless to Graduate to third brown belt (1st Kyu). By doing this government will end gender based violence and rape of South African citizens.

This g should not be capitalised

Many people won't know what third brown belt and 1st Kyu is. Try avoid jargon, and if you need to use words some people may not be familiar with, explain them.

This campaign does have a specific demand to address gender-based violence (GBV).

However, it does not engage with the process of how the campaign would ensure this demand is achieved. A good campaign would look at the processes. For example, which government department should be focused on, how would they allocate the budget, would this be done nationally, or would it be better to focus on a municipal level? By when would the campaign want the demand implemented? Does this demand fit in with what current experts on GBV think is a good strategy? The campaign also has no references to news articles or research.

The major problem with this campaign is that even though it focuses on a major issue (gender-based violence), focuses on Black women and has a specific demand, **there are a lot of incorrect assumptions that the campaign is based on.** A high percentage of sexual assaults are committed by perpetrators the survivor knows. So it's not just strangers. Secondly, Karate, or self-defence classes will not end gender-based violence. It is a complex issue that needs a lot of strategies, but the writing here suggests it will solve GBV completely. There is also debate about self defence classes being effective. For those with disabilities, self defence may not be an option. Also given the easy access to guns in South Africa, self defence may not work against an armed perpetrator.