

2021



# THE ADVOCACY TOOLKIT



# About City for All Women Initiative

Founded in 2004, CAWI is a unique collaboration of a diversity of women-identifying people from academia, civil society, and the grassroots working with municipalities to advance gender equity and create more inclusive cities. CAWI works to ensure that the issues that impact women, girls and gender-diverse people from diverse backgrounds are systematically considered in city decision-making. It does this

by training people in civic engagement and community facilitation and working with the City and community organizations to apply equity and inclusion to all aspects of their work. Our work is city-wide and focused on communities that are discounted because of their socio-economic status with a specific focus on women and gender diverse people.

## Acknowledgements

CAWI would like to acknowledge and give special thanks to the members of the national working group convened to support the development of this toolkit: the Prince Edward Island Coalition for Women in Government; le Conseil des Montréalaises (the Montreal Women's Council); the Women's Advocacy Voice of Edmonton (WAVE) and the Women's Initiative Edmonton; Women Transforming Cities (Vancouver); and, the Federation of Canadian Municipalities. Thank you for your wisdom and generosity and your commitment to advancing gender equality in municipalities across Canada. CAWI would also like to acknowledge the financial support of Women and Gender Equality Canada and the Canadian Red Cross for this project.



Women and Gender Equality Canada

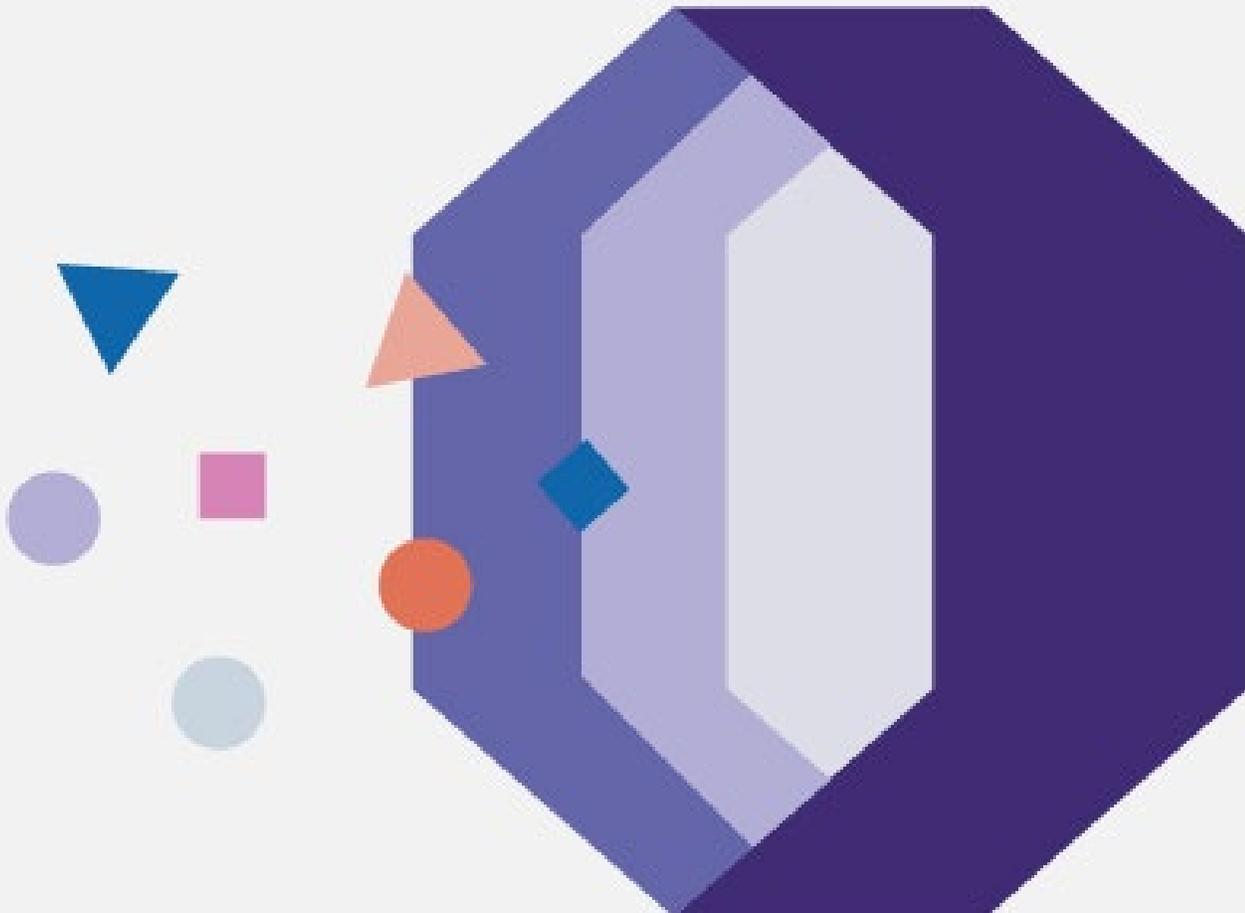
Femmes et Égalité des genres Canada

# The Advocacy Toolkit

The Advocacy Toolkit is our one-stop-shop for punchy communications so that your team is always ready to make the case for an Intersectional Feminist Recovery Plan in the most compelling way possible.

Here you will find an array of templates and key messages that your organization can use to advocate to your audience.

While this toolbox is brimming with recommendations, its true utility is as a foundation upon which your organisation may build or adapt what you need for your own context, expertise and creativity. Our advice for using this toolkit is: adopt, adapt and improve.



# Crafting Key Messages

Key messages are the cornerstone of all advocacy. In order to convince others we must be clear about what we want and why it is a good idea for the whole community.

Key messages are our core beliefs and concerns distilled into easily digestible chunks. They are more than taglines or soundbites. Key messages are the guidelines that help us talk about what we believe naturally and they should form the bases of all our organisational communications.

Crafting key messages is an art not a science. This is because good communication strategy is primarily concerned with how the audience perceives a message and what that audience does with it.

Key messages may take various forms: including written, visual, verbal and nonverbal communication or a combination of those. It is critical, however, that key messages are carefully planned in advance in order to ensure they are well suited and convincing to their intended audience

It may be helpful to consider how your key messages may be presented differently to various audiences or via different mediums. For example, consider how you may adapt your messages for:

1. A formal presentation to municipal councillors
2. A social media campaign targeting local businesses
3. A door knocking campaign with the general public

Examples of various key messages designed for social media are included below:



## Sample Key Messages

<p>Why an intersectional feminist lens for recovery matters</p>	<ul style="list-style-type: none"> <li>• Women have disproportionately felt the impacts of COVID-19. We need a real and tangible response for our municipal leaders that respond to this reality.</li> <li>• The City must place Indigenous reconciliation and gender and racial equity at the core of all recovery planning. Our new report outlines clear actions the City of Ottawa needs to take to make a more equitable recovery possible for all.</li> <li>• Re-imagining City services and infrastructure using an intersectional gendered lens allows us all to work towards housing, food security, income security, community care and safety for all.</li> </ul>
<p>Housing for all</p>	<ul style="list-style-type: none"> <li>• The pandemic has exacerbated the housing crisis, disproportionately impacting women.</li> <li>• Everyone deserves affordable housing that is connected, deeply affordable, accessible and culturally appropriate.</li> </ul>
<p>Food security for all</p>	<ul style="list-style-type: none"> <li>• The pandemic has disrupted supply chains and highlighted the inequity of our food system.</li> <li>• Our neighbours, friends and family should not have to decide between paying rent or buying food.</li> <li>• Food security for all means investing in robust and sustainable local food infrastructure that is affordable, accessible and appropriate.</li> </ul>
<p>Income security for all</p>	<ul style="list-style-type: none"> <li>• The City has the power and ability to set its own standards for a universal basic income.</li> <li>• Women disproportionately hold part-time, temporary positions and are more likely to be laid off or given shorter hours, or live on low income.</li> <li>• Women continue to shoulder the burden of the care economy - this is more extreme in COVID-19</li> </ul>
<p>Social inclusion for all</p>	<ul style="list-style-type: none"> <li>• Resilient cities create a sense of belonging and inclusion through accessible public transportation, community centres, public health, emergency services and social services.</li> <li>• Community care for all means re-investing in municipal services and social infrastructure so that the most marginalized people are supported and included in all aspects of life in our city.</li> </ul>
<p>Safety for all</p>	<ul style="list-style-type: none"> <li>• COVID-19 has resulted in greater insecurity for many people as we see increased domestic violence, violence against trans women and women who are homeless and heightened surveillance of low-income and racialized communities.</li> <li>• Safety for all includes supportive services for survivors and creating safer public spaces by using an intersectional gendered lens in all aspects of city planning.</li> </ul>

# Campaign Ideas

In this new virtual realm, we have to be creative in how we lead actionable campaigns to get the changes we need.

## THE SOCIAL MEDIA CAMPAIGN

### Social Media Blitz

Picking a day or a week dedicated to promoting one element of your Recovery Plan. (i.e. Week 1 is focused on the housing recommendations in the recovery plan.) Social media campaigns work best when gaining momentum, engagement, and support from others.

### Before the campaign:

1. Reach out to influencers, organizations, community associations, key stakeholders that would support your campaign. Reach out to their communications team to ask for support either in retweeting / resharing your content on their socials or writing their own in support of your campaign, as well as including your campaign into their newsletters. Reach out to them at least two weeks before the campaign. Send them all the necessary information, key messages and content to post.
2. Asking these organisations and stakeholders to sign onto your campaign via a public letter addressed to the municipality and decision makers.

### Explore different hashtags

General / Entire Plan	Specific Sections and Calls To Action
#FeministRecoveryCanada	#HousingForAll
#OttawaGenderedRecovery	#ChildcareForAll
#RecoveryForAll	#CommunityCareForAll

## Graphics

Graphic design can be a highly effective way of informing and persuading your audience through innovative and inspirational means. Good use of graphic communication can inspire others to action; it can be emotive and influential. However, the preparation of effective graphic messaging may be more costly and time consuming, especially as it may need to be adapted to various formats.

Graphic messaging can highlight the scale of a problem or the unique potential of a particular policy or programme in a way that written text or bare statistics could never capture. As such it is a powerful tool that should be used wisely and planned carefully.

Examples of graphic messaging include: photographs, drawings, line art, graphs, diagrams, typography, numbers, symbols, geometric designs, maps and videos.

Graphic messaging can be deployed through a variety of media, including through presentations, social media, direct mail outs or posters and advertising.

Cost effective means of graphic messaging are becoming more widely available. In particular through mobile and web applications with a minimal learning curve.

Examples include:

- Canva
- Lumen5
- Motionleap
- PicsArt
- Gravit Designer
- Adobe Spark

## Twitter Campaign

### Sample Tweets (character limit)

- Re-imagining City services using an intersectional gendered lens allows us to work towards housing, food security, income security, social inclusion, and safety for all. Read @cawi\_ivtf's Municipal #GenderedRecoveryOtt Plan: <https://bit.ly/3o4cKFm> #OttCity #OttPoli
- Women and gender-diverse people have been disproportionately impacted by COVID-19! The City needs a real + tangible response from municipal leaders. Read @cawi\_ivtf's Municipal Gendered Recovery Plan: <https://bit.ly/3o4cKFm> #GenderedRecoveryOtt #OttCity #OttPoli
- Let's re-imagine city services, infrastructure + public spaces to ensure everyone's needs are met. @CAWI\_IVTF offers a 5-pt recovery plan for @ottawacity, with an intersectional gendered lens: <https://bit.ly/3o4cKFm> #GenderedRecoveryOtt #OttCity #OttPoli

### Week 1

Monday:  
 Tuesday:  
 Wednesday:  
 Thursday:  
 Friday:  
 Saturday:  
 Sunday:

### Week 2

Monday:  
 Tuesday:  
 Wednesday:  
 Thursday:  
 Friday:  
 Saturday:  
 Sunday:



## Facebook Campaign

### Sample Post

- Re-imagining City services and infrastructure using an intersectional gendered lens allows us to work towards housing, food security, income security, community care and safety for all. Read our Recovery Plan here: <https://www.cawi-ivtf.org/sites/default/files/publications/cawi-genderedrecovery-en.pdf>
- Women and gender-diverse people have been disproportionately impacted by COVID-19! We need a real and tangible response from our municipal leaders that respond to this reality. Read our Recovery Plan here: <https://www.cawi-ivtf.org/sites/default/files/publications/cawi-genderedrecovery-en.pdf>
- We need to re-imagine city services, public infrastructure and public spaces creatively to ensure that everyone's needs are met. CAWI offers a five-point recovery plan for the City of Ottawa, using an intersectional gendered lens. Read more here: <https://www.cawi-ivtf.org/sites/default/files/publications/cawi-genderedrecovery-en.pdf>

### Week 1

Monday:  
 Tuesday:  
 Wednesday:  
 Thursday:  
 Friday:  
 Saturday:  
 Sunday:

### Week 2

Monday:  
 Tuesday:  
 Wednesday:  
 Thursday:  
 Friday:  
 Saturday:  
 Sunday:



## Instagram Campaign

		Caption	Link to media (photo, graphic, video)
Week 1	Monday:		
	Tuesday:		
	Wednesday:		
	Thursday:		
	Friday:		
	Saturday:		
	Sunday:		
Week 2	Monday:		
	Tuesday:		
	Wednesday:		
	Thursday:		
	Friday:		
	Saturday:		
	Sunday:		



## Door-to-Door Campaign

Door knocking campaigns to deliver infographics / pamphlets have been helpful in reaching communities that aren't always included in important conversations. Of course, with COVID-19 be sure to wear proper personal protective equipment (PPE) and be respectful of everyone's varying comfort levels.

## Mailout / Postcard Campaign

Mailing out infographics and pamphlets, or postcards with facts and lived experiences to spread awareness of your recovery plan as well as information is helpful. Make these actionable so recipients know how to take action.

- a. Calls to Action: Write to their councillor or MP, invite them to a public meeting, Invite them to vote or join a committee.

## Webinar or meeting

Setting up a webinar or virtual meeting where you educate the public on your recovery plan is a great idea. During the meeting you can reserve time for participants to call or email their councillors with templates you have provided. Seeing everyone call or email at the same time makes it fun and encouraging for everyone.

## Telephone Campaign

Phone campaign asking constituents to call their city councillors to set up a meeting to talk about the recovery plan, ask how they plan on implementing the recommendations, or leaving them a message on voicemail. You can also organize a webinar or virtual meeting and give time at the meeting for everyone to phone or write their councilor using a template like the one below.

## Phone / Voicemail Campaign

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### Call your Mayor or City Councillor - Script:

Hi Mayor / Councillor \_\_\_\_\_,

My name is \_\_\_\_\_ and I am a resident in your ward.

I am calling you today, to ask if you and your team have read CAWI's Municipal Gendered Recovery Plan? The City for All Women Initiative offers a five-point COVID-19 recovery plan for the City of Ottawa using an intersectional gendered lens.

I am wondering how you plan on using these recommendations in your work going forward?

I am looking forward to seeing how you can help make the City of Ottawa work for everyone!

Thank you,

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Hi Mayor / Councillor \_\_\_\_\_,

My name is \_\_\_\_\_ and I am a resident in your ward.

I am calling you today, to ask for a meeting with myself and other community members / neighbours. We would like to discuss how you plan on using The City for All Women Initiative's Municipal Gendered Recovery Plan recommendations in your work going forward?

I am looking forward to seeing how you can help make the City of Ottawa work for everyone!

Thank you,

## Email Campaign

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Campaign asking constituents to email their city councillors to set up a meeting to talk about the recovery plan, and ask how they plan on implementing the recommendations. Encourage them to round up neighbours that would be willing to join a call with their respective City Councillor to advocate for your recommendations / asking them to support your recommendations. You can also reserve time during virtual meetings for participants to send out emails using the template.

### Email Template ([https://www.childcareontario.org/better\\_future\\_letter](https://www.childcareontario.org/better_future_letter))

Dear MPP \_\_\_\_\_:

[INTRODUCE YOURSELF. TELL THEM YOU ARE A CONSTITUENT AND A VOTER.]

I am contacting you because it is time for the transformation of child care in Ontario.

1. Parent fees are the highest in the country.
2. Educators struggle with inadequate wages and precarious work.
3. There are not enough quality, public and non-profit programs for families that need them.

The Ontario government has promised to expand early learning and child care but we need to work together to ensure that this is done right.

Ontario should move from a child care patchwork to a real system. Specifically, we need government action on three transformative ideas:

1. Affordable fees for parents. We should replace individual fee subsidies with a more modern approach. Ontario should base fund child care programs and set an affordable, geared to income, sliding fee scale.
2. Decent work for educators. To recruit and retain qualified staff we need Ontario to make fair wages and good working conditions a priority. Funding programs based on fair wages for educators will help us build good, stable programs for our children.
3. Limit for-profit child care. We need every child care dollar going to our kids, not to profits. Ontario should ensure that none all new child care spaces be in non-profit programs.

We need the Ontario government to make these ideas the foundation of a transformed child care system. And we need every political party to support these ideas.

As my elected representative, can I count on your support for these solutions to transform child care in Ontario? Please let me know that I can count on your support.

Sincerely,

## Small Groups

Encourage constituents to reach out to their networks, friends, family, and host a small event (in person or online) to discuss the intersectional gender based issues they see in their communities and strategize on ways to organize and mobilize for change. The outcomes may include many of the above items in the advocacy toolbox. Here's an example of a handbook developed out of small groups of women meeting and with the purpose of being used by citizens to address gender based violence: <https://daughters-day.com/ending-gender-discrimination-handbook-and-workshops/>

## Print Media Campaign

Pitching an op-ed, public letters or public address to your local news and print media. Options to write the entire piece or co-write with the reporters. These should be sent ahead of time, preferably ahead of key meetings or vote-taking periods to garner support for certain points and action points in your recovery plan. Focus on the recommendations and impact, potentially adding information about lived experiences of local people related to those areas.

## Decision-Maker Campaign

Mobilizing the Councillors and decision-makers' constituents is the most effective way of holding them accountable to the communities they serve. Setting up meetings with these key people and delivering campaigns aimed at reaching out to them will be important. Keep track of their positions on these issues and your recommendations, and where they stand on committees. (See "how to make a deputation" on p. 37.)

# More Resources

## Advocacy Toolkit:

<https://www.endhomelessnessottawa.ca/advocacytoolkit>

See concrete examples of one pagers and social media shareables.

## CAWI City Budget Training:

Want to learn what a city budget or a deputation is and how these can be advocacy tools when working with city council? This training is offered by CAWI once per year.

**New Mode:** <https://www.newmode.net/home>

Once momentum is building and more people are aware of your report and campaign, consider a tool like New Mode's petition and emails targeting decision-makers. This will allow you to target specific councillors, such as councillors that sit on decision-making committees to help sway their support for the report's recommendations.

## Run for Office

If, after trying these campaign ideas, you still want to see more change, get elected!

### Tools:

- Parity yeg: <https://www.parityyeg.ca/>
- Inspiration from women elected to council in Edmonton <https://www.ywcaofedmonton.org/izena/>
- FCM Municipal Elections in Canada: A guide for women running for office
- AUMA tools for women running for office
- Women in Office Tools for your Campaign
- Equal Voice