



# **Using PR to Highlight Local Advocacy and Social Service**

Connie Deckert

Zonta Club of Kitchener-Waterloo

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# Advocacy and Public Relations



**Advocacy** – making a persuasive argument for a specific outcome. Advocacy has specific challenges and risks, but the potential to make real change.



# BE HEARD!

# Make Good Happen.

- ✧ Use engagement and communications to inspire change.
- ✧ Effective use of **PR tools** enable you to **amplify** your message, reach a broader audience and **BE HEARD!**
- ✧ Commitment to, and passion for, issue advocating for is most important.
  - ✧ The PR aspects can be learnt.



# WHERE TO START?!?

**There is no ‘right’ way to design an advocacy strategy and every situation is different**

## **GOLDEN RULES**

✧ Set-up a multi-skilled committee / team that cover a variety of areas (writing, computer expertise / comfort, social media savvy, public speaking, etc.)

✧ While it’s good to have someone with hands-on / professional PR skills, it’s not mandatory

✧ Lots of resources available from other Zonta clubs and organizations in your community with similar focus and mandates.

✧ Build alliances

✧ Remember it’s all about building relationships! No matter what you’re advocating you’re ultimately speaking to another human being so connect with them on a human level.

✧ Define Your Message

✧ Identify Media Formats

✧ Which media formats will be most useful in getting to your target audience? What “angle” will you take?

✧ Keep all stakeholders informed

✧ Plan, plan, plan!

# Developing an advocacy strategy and plan

## 1. Set a goal and objectives

- ✧ to guide the advocacy and decide where to focus efforts; what are the key issues to advocate for?

## 2. Select the target audience

- ✧ who can bring about the change you want, and what are their interests or opinions?

## 3. Build support

- ✧ are there other organizations or individuals with same views?

## 4. Develop the message

- ✧ KISS Principle: keep it simple

**Point** - develop clear messages with evidence based-examples

**Action** - what do you want them to do?- make a specific request

**WIIFT** - **W**hat's **I**n **I**t **F**or **T**hem? Benefits to them?

## 5. Select methods

- ✧ how best to get your message across? – letter; email; meeting; community meeting; newspaper; informal networking; social media

## 6. Develop implementation plan

- ✧ assess the risks; choose the best 'messenger'; how might you follow-up or reinforce your message?

## 7. Monitor and evaluation

- ✧ how will you identify if you have achieved your goal?



**ZONTA** SAYS **NO**

JOIN THE CAMPAIGN TO END VIOLENCE AGAINST WOMEN



Continue to celebrate International Women's Day

## JOIN US ON THE BRIDGE

Friday March 8th, 5:00 to 6:00 pm.

Bridge Street and Lancaster Road Bridge



- Say No to Violence Against Women and Girls by joining with Us
- Let our community know this is an issue we care about!
- Meet & park at the Joe Thompson baseball field off Bridge St.
- For more information visit [www.zontakw.com/events](http://www.zontakw.com/events) or contact us at [advocacy@zontakw.com](mailto:advocacy@zontakw.com)



A close-up photograph of a woman's eye, looking directly at the camera. The eye is dark and has a serious expression. The background is slightly blurred, showing some hair and skin texture.

**ZONTA SAYS NO**

JOIN THE CAMPAIGN TO END VIOLENCE AGAINST WOMEN



## **FACTS ABOUT VIOLENCE AGAINST WOMEN & GIRLS:**

- **EVERY SIX DAYS A WOMAN IN CANADA IS KILLED BY HER INTIMATE PARTNER.**
- **ON ANY GIVEN DAY IN CANADA, MORE THAN 3,000 WOMEN (AND THEIR 2,500 CHILDREN) ARE LIVING IN AN EMERGENCY SHELTER TO ESCAPE DOMESTIC VIOLENCE.**
- **EACH YEAR, OVER 40,000 ARRESTS RESULT FROM DOMESTIC VIOLENCE.**
- **AS OF 2010, THERE WERE 582 KNOWN CASES OF MISSING OR MURDERED ABORIGINAL WOMEN IN CANADA. AMNESTY INTERNATIONAL AND THE UNITED NATIONS HAVE CALLED UPON THE CANADIAN GOVERNMENT TO TAKE ACTION - WITHOUT SUCCESS.**

A close-up photograph of a woman's eye, looking directly at the camera. The eye is dark and has a serious expression. The background is slightly blurred, showing some hair and skin tones.

**ZONTA SAYS NO**

JOIN THE CAMPAIGN TO END VIOLENCE AGAINST WOMEN



## **FACTS ABOUT VIOLENCE AGAINST WOMEN & GIRLS:**

- **IN JUST ONE YEAR IN CANADA, 427,000 WOMEN OVER AGE 15 REPORTED THEY HAD BEEN SEXUALLY ASSAULTED, AND HALF OF ALL WOMEN IN CANADA HAVE EXPERIENCED AT LEAST ONE INCIDENT OF PHYSICAL OR SEXUAL VIOLENCE SINCE AGE 16.**
- **80% OF SEX TRAFFICKING VICTIMS IN CANADA ARE WOMEN AND GIRLS.**
- **61% OF ALL CANADIANS SAY THEY PERSONALLY KNOW AT LEAST ONE WOMAN WHO HAS BEEN SEXUALLY OR PHYSICALLY ASSAULTED.**
- **MORE THAN ONE IN TEN CANADIAN WOMEN SAY THEY HAVE BEEN STALKED BY SOMEONE IN A WAY THAT MADE THEM FEAR FOR THEIR LIFE.**





**ZONTA** SAYS **NO**

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## Actions you can take to make a difference:

- Be a positive role model to young men and women in your life
- Promote awareness by wearing **ORANGE** on the 25<sup>th</sup> of every month and join "Orange Day to End Violence Against Women and Girls" on Facebook
- Donate to or volunteer your time at one of the organizations in our community that support women and girls facing violence

A close-up photograph of a woman's eye, looking slightly to the right. The eye is dark and has long, dark eyelashes. The skin around the eye is fair. In the top left corner, there is an orange banner with the text 'ZONTA SAYS NO' in black. In the bottom right corner, there is a small logo consisting of a stylized 'Z' inside a square.

**ZONTA SAYS NO**

JOIN THE CAMPAIGN TO END VIOLENCE AGAINST WOMEN



## Actions you can take to make a difference:

- Sign the global call for action on [www.saynotoviolence.org](http://www.saynotoviolence.org) to tell world governments that you want them to make ending violence against women and girls a top priority
- Ask your friends to take these actions as well!

# Top Tips / Recap

- ✧ Don't underestimate the time needed – advocacy is long term and successful PR doesn't happen overnight.
- ✧ Work as a team. Successful advocacy requires a range of skills, including research, communication, project management and policy skills.
- ✧ Have very clear objectives. Link your activities very closely to those objectives.
- ✧ Where possible, work collaboratively with organizations with similar goals and mandates to lighten the load, strengthen your voice, and expand your reach.
- ✧ Define your primary targets and use routes/approaches that will enable you to reach those individuals.
- ✧ Spend time nurturing relationships. Think about targets (media, audience, etc.) in terms of individuals.

✧ **Connie Deckert**  
**Zonta Club of Kitchener-  
Waterloo**

# Contact Info

- **WEBSITE:** <http://www.zontakw.org>
- **TWITTER:** @ZontaKW  
<https://twitter.com/ZontaKW>
- **FACEBOOK:**  
[www.facebook.com/ZontaKitchenerWaterloo](http://www.facebook.com/ZontaKitchenerWaterloo)
- **LINKEDIN:** [www.linkedin.com/groups/Zonta-Club-KitchenerWaterloo-4725531](http://www.linkedin.com/groups/Zonta-Club-KitchenerWaterloo-4725531)
- **PHONE:** 519-748-7651
- **EMAIL:** [connie@conniedeckert.com](mailto:connie@conniedeckert.com)