



**Mobilizing Youth for Gender Inclusive Cities**

**TOPIC 2 – Digital Participation among Youth**

**YOUTH-LED DIGITAL CAMPAIGNS TOOLKIT**



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## TOPIC 2 – Digital Participation among Youth

### YOUTH-LED DIGITAL CAMPAIGNS TOOLKIT

Empowering young people to lead digital campaigns on issues they are passionate about, providing them with support, resources, and mentorship to plan and execute their campaigns. These campaigns will leverage at least social media, online petitions and crowdfunding tools to raise awareness, mobilize support, and drive change.

**Tool 1. Campaign Planning Worksheet:** This guide walks young people through planning a digital campaign from start to finish. This guide includes sections on defining campaign goals, identifying target audiences, crafting key messages, selecting appropriate digital platforms and tools, creating engaging content, developing a campaign timeline and measuring success.

**Tool 2. Social Media Templates:** Specifically focused on leveraging social media for digital campaigns – Instagram & TikTok - to raise awareness, engage supporters, and amplify the messages. It includes post templates developed on Canva, copy for engaging captions and maximizing reach through suggesting hashtags and tagging.

**Tool 3. Online Petition Worksheet:** Examples of online petition text and platforms that young campaigners can easily adapt to create petitions related to their campaign objectives.

**Tool 4. Crowdfunding Template:** Examples of online crowd-funding text and platforms that young campaigners can easily adapt to raise funds related to their campaign objectives.

**Tool 5. Influencer Outreach Guide:** Provides tips and strategies for reaching out to influencers and digital ambassadors to support the campaign. This guide includes advice on identifying relevant influencers, crafting personalized outreach messages, negotiating partnerships, and maximizing the impact of influencer collaborations on social media platforms.

# YOUTH-LED DIGITAL CAMPAIGNS TOOLKIT

## Tool 1. Campaign Planning Worksheet

## Tool 1. Campaign Planning Worksheet

- **Introduction**

Digital revolution and digital transformation have stepped into all social and political fields. These new tools have reinvented and transformed campaigns, mobilization and activism, signalling the digital activism and campaign era. Within this section we aim to introduce ideas, strategies and insights on how to design develop and publish a digital campaign from start to finish.

From setting and defining goals to identifying and reaching out to relevant stakeholders and target audiences, to creating and generating catchy slogans and key messages. This will be your guide to creating a successful digital campaign and providing positive change to your community and for the society. And before we begin and throughout your path in designing and implementing any digital campaign always remember that success is not a matter of reactions, likes, comments or impressions, but is a matter of the impact in society and on the scope of the cause.

- **Objectives**

The activity objectives are:

- **Planning and Executing a Digital Campaign:** Gain a comprehensive understanding of the key stages involved in planning and running a successful digital campaign.
- **Mobilizing your Community Online:** Build the skills to effectively utilize digital tools to engage your target audience and amplify your message.

- **Implementation**

### Defining Campaign Goals

Before anything else you need to set the need for change. Be it societal or political.

After that, set your mission on what change you want to make and why. As soon as

you have this simple yet challenging step addressed you can begin planning your strategy. To identify and define these goals, you have to be SMART:

- **S**pecific
- **M**easurable
- **A**chievable
- **R**ealistic
- **T**imely

Having these said, the 6 steps we present below should be followed and addressed in order to have a holistic and complete identification of campaign goals:

1. Identify the Cause
2. Do you want to educate, persuade or mobilize people?
3. What kind of action is needed in order to achieve your goals?
4. Brainstorm and write down the FINAL OUTCOME you want to achieve (e.g. Collect signatures and submit them to local authorities to implement more public toilets in a specific neighbourhood; Call for a march against sexual violence; Raise awareness about working conditions of migrants; Campaign and push for reforms against expensive housing in your city). This should be realistic and achievable.
5. The outcome and the campaign goals should be measurable and not in abstract terms. Aim to identify quantitative goals in order to help you count progress and help you understand whether you have reached your goals.
6. Last but not least, the goals and outcomes should be relevant to your aspirations and personal interests. This will make you and your team more engaged, passionate and provide you with the knowledge needed to guide your planning and execution much easier

### **Identifying Target Audiences, Stakeholders and Participating Communities**

This is one of the most important steps in the whole campaign planning and development. Knowing to whom you are talking determines everything. You should identify and know thoroughly your audience – target groups, stakeholders and participating communities. It is important to think well during this step and well define your target audience, participant communities and stakeholders (especially

target audience). Always remember that a campaign designed for everyone ends up being for no one.

Before we delve into the process of identification, we should first distinguish the differences between the target audience, stakeholders and participating communities:

- **Target Audience** – those directly affected by the problem in question, policies or changes will affect and impact their lives and all the efforts of the campaign and changes aiming for will affect them. This usually is the most important category since is the group of people which the change will impact their daily lives and therefore are the most important actors in achieving this change. Usually the characteristics in defining, identifying and constructing this category are gender, sexual orientation, geographical location (urban or rural), age, income, interests, religion, nationality, challenges, income and socioeconomic status.
- **Stakeholders** – those connected to the problem in question. They may be individuals, groups of people, institutions (public or private), and/or organizations. These are the ones who usually have the power to change the situation since they may be even responsible for the issue and therefore have the power to change the situation.
- **Participating communities** – individuals, groups of people, organizations or other organized bodies who will actively or passively participate and help distribute your message, provide support (active or passive) via following your actions, media campaign, etc.

An example, to clarify things even more. If you are planning an online campaign to lobby for installing public toilets in public spaces to make urban contexts gender inclusive, the government and city council are the stakeholders. These are the ones who have the power to make changes to what you want to see. Women and LGBTQ+ individuals living in the city, aged 18-30, who experience urban contexts and live urban life more vibrantly and differently, are the target audiences since these are the ones who will benefit from the change and are the ones who are challenged by the current status quo. Finally, women organizations, feminist movements, LGBTQ+ organizations

and youth bodies will be the participating communities. These are the people who will become involved by consuming and distributing your content, and by taking action to support your cause. The target audiences and the participant communities may overlap.

Now that we have defined key concepts let's delve into the process of identification. Understanding and profiling our target audiences for a digital campaign can be done by following the criteria below:

- **Demographics** – race, ethnicity, religion, gender, age, education, socio-economic status, geographical location
- **Attitudes** – how proactive are towards the problem in question and how do they perceive it? How challenging and what efforts are needed to get them into action?
- **Culture** – what is their cultural background and what languages do they speak? (important for generating content also)
- **Media habits** – what media do they have access to, use and like? (important also for selecting digital tools and platforms)

Having identified the campaign's target audience, now is the time to identify and understand our stakeholders. Doing that will be very helpful to know and understand their relationship with the problem in question and amongst them. Therefore, you should:

- Understand each stakeholder's relationship to the problem and your proposed solution
- Define the relationships between different stakeholders
- Determine the ability and willingness of stakeholders to help or hurt your campaign

The final 'player' in the campaign is the participating communities. These can be divided and categorised into the following sub-categories:

- **Active** – individuals, organisations and movements who already support what you do and will become actively and support you with minimum effort

- **Passive** – individuals, organizations and movements whose position or attitude is unclear or who have not become actively involved in this issue yet in the past however are active in general in other related problems and might want to engage them too.

### **Crafting Key Messages and creating engaging content**

Now that you know your target audience, stakeholders and also have a participating community it's time to create meaningful content and messages that can help tell the story, mobilize people and inspire action.

This content can take many forms. It can be a blog, a video, a podcast, or even a hashtag like we saw with #metoo. For the purposes of this toolkit and activities we will have to construct short slogans and messages relevant to the problem in question and forms of action required. The steps to follow, to construct and validate your messages are:

- What will motivate the audience to take action?
- Is the problem in question clear? What change is needed and why?
- Will it resonate with your audience, the stakeholders and the participating community?
- Is the message being shared concisely and compellingly to make the audience feel a certain way?

Content is very important in any form of activism and campaign and especially when this takes place digitally. Generate content that is relevant, engaging and informative.

Utilize text, images, videos, audio and any other forms that you think are relevant to your target audience and can convey your message effectively.

Use the power of storytelling and personal narratives to connect with your audience and trigger emotions. Finally, always remember to use facts and statistics from sources that can support your message's credibility and avoid being classified as incredible and conveying fake news.

## Selecting Digital Platforms and Tools

As said above when identifying your target audience, stakeholders and participating communities you should also identify their Media habits. According to what media they have access to, use and like the most, you would use the appropriate and relevant social media platforms and tools to convey your message.

## Developing a Campaign Timeline

Campaigns need time to be built, to be disseminated, to mature and then have an impact and change the problem in question. Time is needed to disseminate the problem, your goals, and your strategies and achieve the appropriate networking to achieve it. Therefore, it shouldn't be short or too long.

You're required to set specific goals for your campaign that would act as checkpoints throughout your progress and a time limit for meeting them. The campaign's deadline is the date until which change is achieved.

- **Additional Resources**

### Inspirational Campaign Examples

Explore the linked resources below, including the Black Lives Matter movement, the #MeToo movement, the Boycott, Divestment, Sanctions (BDS) movement, and Palestinian digital activism. These successful campaigns showcase a variety of approaches and strategies for using digital tools to create social change.

<https://blacklivesmatter.com/>

<https://metoomvmt.org/learn-more/statistics/>

<https://bdsmovement.net/>

<https://www.equaltimes.org/palestinians-are-using-online?lang=en>



# CAMPAIGN PLANNING WORKSHEET

DATE \_\_\_\_\_

PERSON RESPONSIBLE \_\_\_\_\_

**CAMPAIGN PURPOSE** - WHAT SOCIETAL OR POLITICAL CHANGE YOU WANT TO PROMOTE?

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**SMART OBJECTIVE**

**SMART OBJECTIVE**

**SMART OBJECTIVE**

**CAMPAIGN CHARACTERIZATION**

WHAT IS THE CAUSE?

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YOU WANT TO EDUCATE, PERSUADE OR MOBILIZE?

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WHAT ACTIONS ARE NEEDED?

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WHAT FINAL OUTCOMES YOU WANT TO ACHIEVE?

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**TARGET AUDIENCE, STAKEHOLDERS & COMMUNITIES**

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**CAMPAIGN PLATFORMS**

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**CAMPAIGN TIMELINE**

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**NOTES**

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# YOUTH-LED DIGITAL CAMPAIGNS TOOLKIT

## Tool 2. Social Media Templates

## Tool 2. Social Media Templates

- **Introduction**

The aim within this section is to understand the importance of identity, visualization and their impact in digital campaign and online activism. Visual elements, identity, and consistency leverage social media platforms and campaign content, boosting the cause. Within this section, we will offer social media templates, captions, and hashtags based on a specific case study for you to understand the rationale of building the visual identity of a campaign. You can then utilize these resources accordingly by adjusting the colour, wording, etc., for your cause and your campaign.

- **Objectives**

The activity objectives are:

- **Leveraging Visual Storytelling:** Gain an understanding of how strong visuals and a consistent brand identity can amplify your digital campaign's message on social media.
- **Develop Customized Content:** Utilize pre-designed social media templates and captions as a springboard to develop compelling visuals and messaging for your own campaign.

- **Implementation**

### Instagram Templates

- **Post Templates**

[https://www.canva.com/design/DAGHzR-nNz4/X3Tln5m2k2-MUQkrOokH0g/edit?utm\\_content=DAGHzR-nNz4&utm\\_campaign=designshare&utm\\_medium=link2&utm\\_source=sharebutton](https://www.canva.com/design/DAGHzR-nNz4/X3Tln5m2k2-MUQkrOokH0g/edit?utm_content=DAGHzR-nNz4&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)

- **Story Templates**

[https://www.canva.com/design/DAGH0KHWNFM/jm3\\_GWZ8UyZ4oPnwnDEgSQ/edit?utm\\_content=DAGH0KHWNFM&utm\\_campaign=designshare&utm\\_medium=link2&utm\\_source=sharebutton](https://www.canva.com/design/DAGH0KHWNFM/jm3_GWZ8UyZ4oPnwnDEgSQ/edit?utm_content=DAGH0KHWNFM&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)

[https://www.canva.com/design/DAGH0Je9gt4/54dVFza8tjd3K6PMm\\_1UNQ/edit?utm\\_content=DAGH0Je9gt4&utm\\_campaign=designshare&utm\\_medium=link2&utm\\_source=sharebutton](https://www.canva.com/design/DAGH0Je9gt4/54dVFza8tjd3K6PMm_1UNQ/edit?utm_content=DAGH0Je9gt4&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)

- **Reel Templates**

[https://www.canva.com/design/DAGH0IbJ0ZY/hIHVUPNHtZpSIYnBhx3dgg/edit?utm\\_content=DAGH0IbJ0ZY&utm\\_campaign=designshare&utm\\_medium=link2&utm\\_source=sharebutton](https://www.canva.com/design/DAGH0IbJ0ZY/hIHVUPNHtZpSIYnBhx3dgg/edit?utm_content=DAGH0IbJ0ZY&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)

### TikTok Templates

- **Video Templates**

[https://www.canva.com/design/DAGH0UlwYng/XaT5mky77dqKH\\_YElkbJSQ/edit?utm\\_content=DAGH0UlwYng&utm\\_campaign=designshare&utm\\_medium=link2&utm\\_source=sharebutton](https://www.canva.com/design/DAGH0UlwYng/XaT5mky77dqKH_YElkbJSQ/edit?utm_content=DAGH0UlwYng&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)

### Maximizing Reach

- **Engaging Captions**

The caption to a video should explain and contextualize the subject of the video. Be precise, call for action, and identify the need and problem in the statement.

An example:

*Ceasefire in Gaza NOW! - We raise our voices against the continued genocide in Gaza and the escalation of violence in the Palestinian territories. Al Jazeera reports more than 30,000 Palestinians killed since October 7th. Join us, join the movement,*

*Speak out and urge for an immediate ceasefire. Sign the Petition 📝 #ceasefirenow #signthepetition #jointhemovement*

- **Suggested Hashtags**

Hashtags are a very powerful way to maximize the reach of a post and “group” all the posts together on the platforms. When someone searches for something with the keyword of the hashtag, your posts will show up. Therefore, it is suggested that you come up with 2-3 hashtags that you will use for all your posts and within all your content and then add 1-2 more according to the specific content you are generating. For example, arising from the content above the hashtags that could be used are the following:

*#ceasefirenow #signthepetition #jointhemovement*

- **Tagging Strategies:**

When making a post, writing a call, or creating content, tagging relevant stakeholders, institutions, and other organizations or bodies which participate, are affected by, or affect the problem in question or the cause is always suggested. Tag their official pages and accounts. This will notify them and bring to their attention the post and the message being conveyed but also networks your pages, your cause with the appropriate bodies easier and maximizes the reach of your post and your content.

- **Additional Resources**

### **Inspirational Instagram Examples**

Below you can find the Instagram accounts from three movements/campaigns which can act as an inspiration or a reference point to view how actual campaigns are being presented and convey their messages online.

[https://www.instagram.com/firefundnet?utm\\_source=ig\\_web\\_button\\_share\\_sheet&igsh=ZDNlZDc0MzIxNw](https://www.instagram.com/firefundnet?utm_source=ig_web_button_share_sheet&igsh=ZDNlZDc0MzIxNw)

<https://www.instagram.com/palestinesolidarityuk/>

[https://www.instagram.com/blklivesmatter?utm\\_source=ig\\_web\\_button\\_share\\_sheet&igsh=ZDNlZDc0MzIxNw](https://www.instagram.com/blklivesmatter?utm_source=ig_web_button_share_sheet&igsh=ZDNlZDc0MzIxNw)

# YOUTH-LED DIGITAL CAMPAIGNS TOOLKIT

## Tool 3. Online Petition Worksheet

## Tool 3. Online Petition Worksheet

- **Introduction**

Creating a high-quality petition gives you the best chance of achieving the change you want. By including a memorable headline, a compelling image, carefully selecting your decision maker and using strong storytelling, you can create a petition that will grow support for your cause and win.

- **Objectives**

The activity objectives are:

- **Building a High-Impact Petition:** Gain the knowledge and tools to create a compelling online petition, from crafting a strong call to action to utilizing storytelling techniques.
- **Maximizing Petition Effectiveness:** Learn strategies to optimize your online petition for growth and achieve the change you desire.

- **Components of an Effective Online Petition**

### Title

The title is the most important aspect of the petition since it will be the first impression you will make towards your target audience via the wording utilised to approach them. This will be your first opportunity to engage people and make clear the change you want.

Always begin with an action verb. Stakeholders, your target audience and the participating community want to know specifically what change you want to make in order to proceed and read further so they can decide whether to sign your petition and contribute. Therefore, via your headline, you have to focus on the solution. Common action words for petitions are “stop, save, ban, grant, oppose, add, start”.

Furthermore, make sure to name the community or groups impacted. Using CAPS or extra punctuations (!!!) is not advised since this can be interpreted as a sensationalized headline, and may be unappealing to potential supporters. Finally, aim to make your headline emotional and urgent. Make it clear who is affected, why you care and why action is needed.

### Introduction

Develop 2-3 sentences that provide an overview of the three main aspects of the petition and its cause:

- **Who** is affected by the problem in question, **and how?**
- **State the decision-maker stakeholder** (individual, organization or institution) to be contacted to have an impact on the problem in question.
- Last but not least, **state your goals and obstacles** and in what ways this action can contribute towards them and can overcome them.

### Problem Statement

The problem in question has to be stated clearly, engaging and directly. To make this more engaging and attractive aim to present it in the form of storytelling. Facts, statistics, and citations are helpful to include but also consider sharing an individual's experience that helps people emotionally connect to your cause. Describe how people are concretely affected by the problem. Finally, as a link to the next section make a statement to the obstacles being faced and what is needed for the future and to be overcome.

### Call to Action

Explain clearly and concisely why now is the time to act and why immediate action is necessary. Introduce the current petition as a primary form of action while also highlighting other forms of action. Connect your call to action with links and references to the personal stories and the community issues mentioned earlier. This will help reinforce the urgency and importance of the cause.

## Supporting Information

Apart from the Online Petition which is also a form of action and mobilization, if related to this action and supplementary if there is an upcoming vote, event, meeting, march or any other form of mobilization include those details too and encourage your participating community and target audience to join you in mobilizing in other ways in addition to signing your petition. That might include encouraging them to contact lawmakers, write letters to relevant stakeholders and policy makers, participating in protests, or join movements.

Throughout this it is encouraged for you to use any forms of visual elements to present and support your information, arguments and storyline. These can be videos, images, statistical representations, etc.

## Conclusion

Conclude with a sentence or two with a positive mood and positive inspiration for the way forward, to leave a last note of optimism to the audience. Petitions are very powerful and effective tools of online activism and digital campaigns.

- **Sample Online Petition Texts**

<p><b>Example 1</b></p>	<p><b><i>URGENT: People in Gaza are starving. We demand more access to aid.</i></b></p> <p><i>The current situation in Gaza is dire, with over 2 million people in desperate need of aid. In January, an average of 170 aid trucks entered Gaza daily through both the Rafah and Kerem Shalom crossings. However, this number is insufficient to meet the overwhelming needs of the population. <b>We are calling for an increase to a minimum of 500 aid trucks</b> entering daily to adequately address the humanitarian crisis unfolding in this region.</i></p> <p><i>On 12 January, the Under-Secretary-General for Humanitarian Affairs and Emergency Relief Coordinator Griffith's stated that: "Our efforts to send</i></p>
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*humanitarian convoys to the North have been met with delays, denials, and the imposition of impossible conditions. The lack of respect for the humanitarian notification system puts every movement of aid workers in danger, as do the wholly insufficient quantities of armoured vehicles and the limited communications equipment that we have been allowed to bring in... Providing humanitarian assistance across Gaza is almost impossible.”*

***We demand the following:***

- 1. Implementation of a humanitarian corridor where aid can get to the hundreds of thousands of civilians in Northern Gaza.*
- 2. Transparency to the public on the number of aid trucks entering Gaza daily, as well as into the North.*
- 3. Working with relevant parties to ensure a minimum of 500 aid trucks enter Gaza a day.*

*The world is watching. We demand that countries add pressure for more aid to go in so the people in Gaza do not starve.*

*“We recognize that there are real food security issues in Gaza, we understand there’s a lot of hunger and starvation in Gaza...There is not enough trucks getting in, we’re not satisfied with the level right now.” - White House national security spokesperson John Kirby on January 11.*

*Let's add pressure on relevant authorities to facilitate this much-needed increase in aid delivery. Please sign this petition and help us make a difference for those suffering in Gaza.*

[https://www.change.org/p/urgent-people-in-gaza-are-starving-we-demand-more-access-to-aid?source\\_location=search](https://www.change.org/p/urgent-people-in-gaza-are-starving-we-demand-more-access-to-aid?source_location=search)

**Example 2**

***Make Europe a safe place for all women and girls!***

*To the European Commission, European Parliament and Council of the European Union*

*PETITION*

*We are calling on the EU to enhance and swiftly adopt the Directive on combating violence against women and domestic violence. The Directive should criminalise all forms of sexual exploitation of women, including sexual violence and abuse over women's sexuality, and all forms of online violence against women and girls. We also call to set high standards for specialised support mechanisms to protect survivors and ensure their access to justice and reparation.*

*WHY IS THIS IMPORTANT?*

*Despite progress over the last decades on gender equality, **there is not a single country in Europe where women and girls are free from violence.** There is no area of a woman or girl's life where she is not exposed to the possibility of violence: from the home's private space to the public space, which includes the workplace and online spaces.*

*In the EU, **1 in 3 women have suffered physical and/or sexual violence** and 1 in 2 women have experienced sexual harassment since the age of 15. [1]*

*Gender-based violence has increased for the first time in a decade and **2 women each day are killed in the EU at the hands of their partners or former partners.** [1] All forms of Violence against women have the same goal: to silence women and to keep them in a subordinate place. But we won't let that happen!*

*We have a chance right now to secure a EU Directive on violence against women and domestic violence. [2] Women who have been the survivors of*

*rape, female genital mutilation, image based sexual abuse online, cyberstalking, or cyber harassment will have the same level of protection no matter where they live. Women's organisations are working hard to ensure that the Directive covers more forms of violence, including all forms of sexual violence and sexual and reproductive exploitation, and also to ensure that it proposes a comprehensive set of specialised measures to protect all women survivors of any form of gender-based violence and to give them access to justice and reparation.*

***If enough of us show how important it is to ensure women are safe and protected, decision makers will have to listen to us. Add your voice!***

References:

*European Union Agency for Fundamental Rights (FRA), Violence against women: an EU-wide survey. Main results report, 2014:*  
<https://fra.europa.eu/en/publication/2014/violence-against-women-eu-wide-survey-main-results-report>

*Proposal for a Directive of the European Parliament and of the Council on combating violence against women and domestic violence, 2022:*  
<https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX%3A52022PC0105>

<https://action.wemove.eu/sign/2023-05-violence-against-women-directive-petition-EN>

<p><b>Example 3</b></p>	<p><b>#DefundThePolice</b></p> <p><i>Enough is enough.</i></p> <p><i>Our pain, our cries, and our need to be seen and heard resonate throughout this entire country.</i></p> <p><i>We demand acknowledgment and accountability for the devaluation and dehumanization of Black life at the hands of the police.</i></p> <p><i>We call for radical, sustainable solutions that affirm the prosperity of Black lives.</i></p> <p><i>George Floyd's violent death was a breaking point — an all too familiar reminder that, for Black people, law enforcement doesn't protect or save our lives. <b>They often threaten and take them.</b></i></p> <p><i>Right now, Minneapolis and cities across our country are on fire, and our people are hurting — the violence against Black bodies felt in the ongoing mass disobedience, all while we grapple with a pandemic that is disproportionately affecting, infecting, and killing us.</i></p> <p><i><b>We call for an end to the systemic racism that allows this culture of corruption to go unchecked and our lives to be taken.</b></i></p> <p><i><b>We call for a national defunding of police. We demand investment in our communities and the resources to ensure Black people not only survive, but thrive. If you're with us, add your name to the petition right now and help us spread the word.</b></i></p> <p><i>Currently, we are fighting two deadly viruses: COVID-19 is threatening our health. White Supremacy is threatening our existence. And both are killing us every single day.</i></p>

*We demand real transformation NOW. Transformation that will hold law enforcement accountable for the violence they inflict, transformation of this racist system that breeds corruption, and transformation that ensures our people are not left behind.*

*It's time for our cities and states to **#DefundThePolice** and **#InvestInCommunities**. Sign the petition right now, and share it with friends and family.*

<https://blacklivesmatter.com/defundthepolice/>

- **Platforms for Hosting Online Petitions**

### **Change.org**

Change.org is a worldwide campaign platform that allows you create petitions, find petitions on issues you are passionate about and sign them.

<https://www.change.org/>

### **Care2**

Care2 is a great website that gives you step by step instructions on how to start a petition and how to get signatures. You can also find a list of petitions addressing different causes and sign them.

<https://www.care2.com/>

# ONLINE PETITION WORKSHEET

DATE \_\_\_\_\_

NAME \_\_\_\_\_

## PETITION TITLE

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## INTRODUCTION

WHO IS AFFECTED BY THE ISSUE AND HOW? WHICH STAKEHOLDERS ARE RESPONSIBLE? WHAT GOALS AND OBSTACLES ARE WE TRYING TO ADDRESS?

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## PROBLEM STATEMENT

CLEARLY DEFINE THE ISSUE, ITS IMPACT, AND PRESENT SUPPORTING FACTS, STATISTICS, CITATIONS

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## CALL TO ACTION

WHY SHOULD PEOPLE GET INVOLVED? WHY NOW? IN WHAT WAY?

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## CONCLUSION

WHAT IS YOUR VISION? HOW CAN PARTICIPANTS BE INSPIRED TO HAVE HOPE AND TAKE ACTION?

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## ADDITIONAL RESOURCES

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# YOUTH-LED DIGITAL CAMPAIGNS TOOLKIT

## Tool 4. Crowdfunding Worksheet

## Tool 4. Crowdfunding Worksheet

- **Introduction**

Crowdfunding is an online fundraising campaign for a specific cause and aim. You have to make sure that you understand how crowdfunding with your chosen crowdfunding platform works. Before you start, check out the FAQs, campaign guidelines, terms and conditions and fee structure.

Many crowdfunding platforms offer the opportunity to discuss your idea with them. It is a golden opportunity to get advice from the experts. They can answer any questions you have and also offer advice and feedback on your project. A good crowdfunding service will let you know if your project idea has a good chance of success or is bound to fail.

- **Objectives**

The activity objectives are:

- **Navigating the Crowdfunding Landscape:** Gain knowledge on the core principles of crowdfunding platforms, including choosing the right platform, understanding fees, and navigating platform-specific guidelines.
- **Crafting a Successful Campaign Strategy:** Learn to develop the key components of a successful crowdfunding campaign, maximizing your chances of achieving your fundraising goals

- **Key Components of a Crowdfunding Campaign**

### Campaign Title

Always know your audience. Know who are you talking to. Different audiences require different messages.

The title is the first impression you will make on your target audience and the wording you choose to use will establish the tone to attract their attention. This is your first opportunity to engage people and make clear the reason why you want them to fund your cause.

The headline is the place to focus on the solution or the change which will arise after the funding. Common action words for petitions are “save, support, grant, enhance”. Also, make sure to name the community or groups impacted. Using CAPS or extra punctuations (!!!) is not advised as this can be interpreted as a sensationalized headline, and may be unappealing to potential supporters. Finally, try and make your headline urgent. Make it clear who is affected, why you care and why action is needed.

### **Campaign Description**

Devise a narrative and infuse it throughout your campaign. Why are you implementing this campaign? Why is it important to be supported? What does it mean to you and your community? What is the benefit which will arise out of it for the participating community? People want to support you and your story and description is the mean to support your idea.

Be succinct, be clear, be entertaining, be emotive and tell a story.

Use lots of visuals and don't write an essay. Most people won't read your description in its entirety. Images and videos work best to get your message across.

Get the critical information across early – what you're raising funds for and why it's important. People will often just scan the first paragraph or two.

Include a basic budget. It will give potential supporters confidence you'll spend the money responsibly

Come up with a memorable title. It should be clear, simple and short.

If the platform you choose offers the opportunity to add your bio – do it. It will help build trust between you and potential supporters. Make sure your photo, username and bio paint a picture of you as professional, creative and motivated.

### **Fundraising Goal**

Fundraising isn't about luck. You must set goals to meet. What's the bare minimum amount of money you need to make your idea a reality? Stick to that number. It might be tempting to inflate your final figure, but don't get greedy; you'll risk setting off warning bells for potential backers. Besides, if people really love your project, you'll raise more than your fundraising goal. The majority of campaigns that hit their initial goal also exceed it. Therefore, be realistic.

People (yourself included) are more driven to give by public benchmarks. You should also declare your goals publicly every day, to make sure you put pressure upon to deliver "success" stories and momentum. Set daily, weekly, and monthly goals. Make them public. People want to help. And if they see mini-goals as possible, they're more likely to give.

### **Rewards or Incentives**

Rewards should be designed by you in order to encourage your supporters to fund your campaign and support your cause but also to thank them for their support. Get as creative with your rewards as you can!

Always say "Thank You" to anyone supporting and donating to your cause. People need to feel appreciated to stay engaged.

Some of the words or titles that can be used to direct towards people who donate and support your campaign could be: "Ally", "comrade", "colleague" etc. Try to be fast and send immediate messages of recognition and gratitude and/or social media dedicated post to new people who donate. Suppose you do not wait until the end of the campaign to thank them. In that case, those who had already donated can even

feel more engaged and enthusiastic to mobilise themselves and raise more money from their networks because they will feel included, part of it, and appreciated.

Come up with creative ways to recognise, before and after the “ask” to nurture repeat-givers and advocates. The most important tip to remember is always be a human. Internet and digital spaces don’t make campaigns successful; people do.

### Timeline

Don’t run a campaign for less than 20 days unless you have a good reason or are super confident. You need time to disseminate your marketing material.

You’re required to set a specific funding goal for your project and a time limit for meeting this goal. Your timeframe can be up to 6 months, although the majority of organisations opt for a 30-day campaign. The project deadline is the date until which supporters can contribute funds toward your target.

### Call to Action

Clearly and concisely explain why now is the time to act and call for immediate action. Emphasize the importance of people donating and financially supporting the cause, and explain how their support will lead to the desired change. Connect your call to action with links and references to the story detailed in the campaign description, and highlight the positive effects it will have on the community.

- **Sample Crowdfunding Campaign**

<b>Example 1</b>	<a href="https://www.firefund.net/stopuopharassment">https://www.firefund.net/stopuopharassment</a>
<b>Example 2</b>	<a href="https://www.firefund.net/initiativeagainstforcedstarvation">https://www.firefund.net/initiativeagainstforcedstarvation</a>

- **Platforms for Hosting Crowdfunding Campaigns**

### **GoFundMe**

GoFundMe is one of the most popular and user-friendly crowdfunding platforms, allowing individuals and organizations to raise money for various causes, from personal emergencies to social and community projects. Its simple setup process, wide reach, and lack of platform fees for personal campaigns make it an excellent choice for fundraising efforts.

<https://www.gofundme.com/>

### **Firefund**

Firefund is a crowdfunding platform dedicated to supporting radical, progressive, and activist campaigns. It focuses on social justice, environmental sustainability, and other transformative initiatives. Firefund is designed to help grassroots movements and projects that aim to create significant social impact.

<https://www.firefund.net/>



# CROWDFUNDING WORKSHEET

DATE \_\_\_\_\_

NAME \_\_\_\_\_

## CAMPAIGN TITLE

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## CAMPAIGN DESCRIPTION

WHAT NARRATIVE JUSTIFIES YOUR CAMPAIGN? WHY IS IT IMPORTANT? WHAT BENEFITS WILL COME FROM IT?

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## CALL TO ACTION

WHY SHOULD PEOPLE GET INVOLVED? WHY NOW?

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## REWARDS AND INCENTIVES

HOW CAN STAKEHOLDERS BE FURTHER MOTIVATED TO CONTRIBUTE?

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## FUNDRAISER GOAL

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## CAMPAIGN TIMELINE

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## NOTES

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# **YOUTH-LED DIGITAL CAMPAIGNS TOOLKIT**

## **Tool 5. Influencer Outreach Guide**

- **Introduction**

The aim of the activity is to provide guidance and the steps on how to reach out, inform and 'recruit' influencers to speak out and raise their voice concerning a certain issue. We will learn how to find a relevant influencer which his/her followers are the target audience of the cause, and how to transform him/her into a digital ambassador for the campaign/action.

- **Objectives**

The activity objectives are:

- **Developing Influencer Outreach Strategies:** Learn effective methods for identifying and approaching relevant influencers who can amplify your campaign's message.
- **Crafting Compelling Outreach Materials:** Gain skills to create impactful communication materials tailored to secure influencer engagement with your cause.

- **Identifying Relevant Influencers**

### **Defining Your Target Audience**

Before reaching out to or shortlisting to reach out to influencers, in order to make this choice you have to define and/or know your target audience first. You do not want an influencer whose followers and audience are youth (18-35) if your target audience is older. Defining at an early point the target audience, participating communities and stakeholders can help you reduce efforts and have more chances to achieve your end goal and find easier an effective and relevant influencer for your campaign. Typically, characteristics which define and help construct and identify a target group (people you want to reach out to and see your campaign) are traits like age, gender, income, interests, challenges, nationality, religion, geographical location (urban or rural), and socioeconomic status. Target audiences at this point refer to the groups of people

who are interested and affected by your campaign and can actually make the change that you want to see.

### **Researching Influencers in Your Niche**

While researching and creating a list of influencers to contact, always remember to find very specific people who align with your campaign's objectives and goals. This could be done via leveraging social media and other digital software and tools to conduct keyword and hashtag research based on the hashtags set and developed for your campaign and using keywords related to your actions, goals and problem in question you want to address. Another good strategy and tip to follow is go and check other similar and/or related campaigns that have been implemented previously or are currently running which have the same target audience as yours or address the same problem in question as you are planning to but with different strategies and search for any collaborations they might have done with influencers, check if any influencer has shown any interaction with this via sharing, commenting or reacting to the content developed on this campaign. Finally, you could check out and research for the interests of your influencers list and scan their followers and check on their content and make matches and relationships between the ones of your campaign in order to decide who is relevant and who is not.

### **Evaluating Influencer Reach and Engagement**

As made clear from the two points above, not all influencers are perfect for your campaign. Even if a person matches your target audience and niche but has a small following, they might not be the best option. Conversely, an influencer with a large following but not appropriate for your target audience and niche should also be reconsidered.

While evaluating their reach and engagement you should consider if they have fake followers and bots and if they have too much sponsored content. These kind of influencers tend to lose engagement as they become less interesting to their followers. This is a crucial step because working with untrustworthy influencers can

negatively impact your campaign, its ethics, and its image, ultimately hurting your aim and goals.

Thus, choosing the right influencer is a very important step that requires thorough research and planning before partnering. Choosing the wrong one can negatively impact or break your campaign.

- **Sample Outreach Messages**

### Example 1

*Hi [Name],*

*My name is [Name], and I'm reaching out to you on behalf of [Organization's Name/Team leading the campaign name].*

*[2-3 sentences MAX on the problem in question, the urgency to solve it, and how your campaign addresses that].*

*We're looking for some awesome creators to collaborate with on for this campaign, and we think your content, personality and interests is perfect for it!*

*All we need is [X deliverables] posted on [social channels] to boost our campaign and achieve the change we need for our community.*

*If you're interested, just reply to this email and we can arrange a short meeting to further discuss about it.*

*Can't wait to hear back from you and hopefully work together!*

*Cheers,*

*[Name]*

### Example 2

Dear [Name],

I am [Your Name], [Position] from [Organization's Name/Team leading the campaign name]. We're looking for enthusiastic creators to become ambassadors and social changers for our campaign.

I/we have been following you and your work on social media and think you would be a great fit for our campaign because [reasons why based on their traits and the characteristics of your campaign]. Your help would be essential to spread the word about [problem in question] and make a positive change for [state the change you want to achieve with your campaign].

If you're interested, reply to this email, and I'll share more details with you as well as arrange an online meeting to further discuss it.

Looking forward to hearing from you!

Best,

[Your Name]

- **Negotiating Partnerships**

### **Establishing Terms and Expectations and Offering Value to Influencers**

When preparing to partner up, you should always provide clear expectations. Be clear about what you expect from the influencer in terms of content, frequency of posting, and overall campaign goals. Also, make sure the influencer understands the scope, aims, and identity of the project so they do not react or act in a way that goes against the campaign.

Finally, you must be clear about what they will receive in return for their participation. This might be an increase in their followers, free products, payment, or anything else you might come up with that fits your capabilities and the needs and interests of the influencer.

- **Evaluation and Feedback**

Evaluating the success of your influencer outreach and partnerships involves assessing both the process and the outcomes. Here are some guidelines:

- **Set Clear Metrics:** Define success metrics such as engagement, shares, new followers, or website traffic.
- **Monitor Performance:** Use social media analytics to track likes, comments, shares, and reach.
- **Collect Feedback:** Gather feedback from influencers about their experience and survey your target audience to assess awareness and engagement.
- **Analyse Impact:** Compare the campaign's performance against initial objectives, identifying successes and areas for improvement.
- **Document Learnings:** Summarize outcomes, key learnings, and recommendations for future influencer outreach efforts.

- **Additional Resources**

### **Influencer Marketing Hub**

Provides resources, tools, and articles on best practices for influencer marketing.

<https://influencermarketinghub.com/>

### **Hootsuite Blog**

Offers tips and strategies for social media marketing, including influencer outreach.

<https://blog.hootsuite.com/>

### **Sprout Social**

Features articles and case studies on effective social media campaigns and influencer partnerships.

<https://sproutsocial.com/insights/case-studies/>

### **Campaign Monitor**

Provides email marketing resources, including how to craft compelling outreach messages.

<https://www.campaignmonitor.com/resources/>

### **Social Media Examiner**

Offers insights and tips on leveraging social media for marketing and outreach.

<https://www.socialmediaexaminer.com/>