

**STOP  
THE  
VIOLENCE**

Speak out  
for girls' rights

# 11 Key Steps to creating your own campaign

By developing your own campaign to stop violence against girls and young women, you can take action to solve problems and create social change.

Girls and young women will continue to be affected by violence until there is social change in communities and countries. Ending violence means creating change at many levels: people's knowledge, attitudes and beliefs, policies and laws, and practice.

A campaign to end violence will take significant time and effort to create a change, but the results will speak for themselves.

This is an introductory mini toolkit to the 11 Key Steps for developing your own campaign that WAGGS' new Take Action toolkit will explore in more detail:

## **Step 1: Assess your resources**

Achieving change involves dreaming big whilst keeping your feet on the ground. Resources such as time, money, people, and the level of commitment affect what is possible at each step of the campaign. These resources affect the length and scale of your campaign, as well as the types of actions you can use to bring about change.

## **Step 2: Understand violence against girls and young women**

Before you can bring about change, you need to first understand what you need to change. What are the key issues on violence against girls and young women in your community and country? Improving your understanding of violence will not only help ensure that your action plan is credible and reliable, but will also increase the chances that your action plan will initiate social change.

## **Step 3: Focus your efforts**

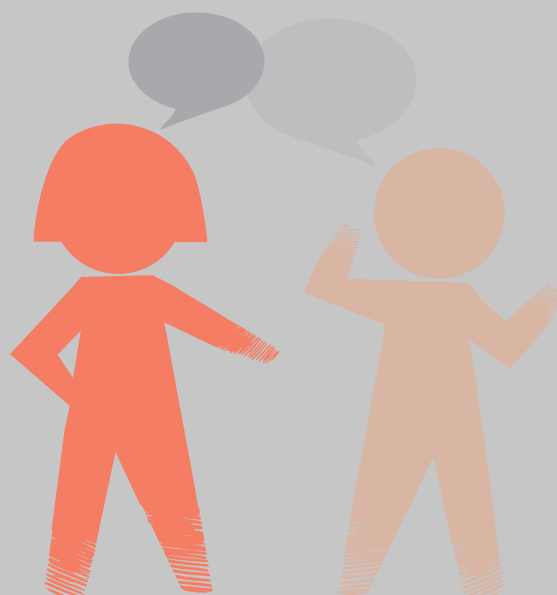
You need to focus your campaigning efforts on one or a few specific issues. By concentrating your efforts you will increase the likelihood of a successful campaign.

## **Step 4: Find allies, know your opponents**

Allies are people, groups, organizations and coalitions who are supportive of your social change aims. The more support you have for your campaign, the more powerful it can be.

## **Step 5: Build a vision for change**

You need to figure out what has to change to end the form of violence you are working on. A good understanding of the key factors that cause and contribute to the issue is essential.



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## Step 6: Consider who to target

Once you know what changes you want to make, you next have to consider who has the power to make these changes. Targeting your efforts towards these peoples and groups will make your campaign more direct.

## Step 7: Define objectives

Add different levels to your action plan by defining the short-term, medium-term and long-term objectives you want to see.

## Step 8: Create a campaign strategy

Consider what activities you will do. When will these activities take place, how will you communicate them and who will be involved? Adding these details to your action plan creates a campaign strategy.

## Step 9: Plan for success

From your strategy, you need to make a work plan that breaks down the timetable for your campaign. This work plan can be a useful tool for keeping your campaign on track.

## Step 10: Share your action plan

Girl Guiding and Girl Scouting is a global movement of 10 million girls and young women. Share your action plan with WAGGGS through the Stop the Violence website and inspire more girls and young women to take action.

## Step 11: Get started!

Now that you have a fully formed plan, it is time to put it into action!

## REMEMBER:

Violence against girls and young women includes many topics that are sensitive and can be challenging to talk about. Topics may be “socially taboo” or may bring up unresolved emotions for people. Please take time to look at our [Safety Considerations](#).

