WITM Advocacy Strategy
SAMPLE

Rationale:

Historically, WITM reports were not only produced to fill in the knowledge gaps but also as advocacy tools. The latest report is produced with the same goal in mind. Thus, there is a need for clear and concrete advocacy strategy of WITM report distribution and dissemination for several reasons:

1. Current WITM report is very complex and requires segmented clear messaging to make the most impact with various audiences and sectors
2. ‘Target’ audiences vary and require different communication and engagement strategies
3. Report is a tool for donor advocacy to position AWID in key funding debates and agenda setting spaces, both old and new
4. Report is also a tool for opening up conversations within the women’s rights movements for self-reflection and future strategizing, in response to the trends identified and described in it
5. The strategic use of the information and the opportunity for dialogue, reflection and strategizing that the report opens with different actors, is a powerful venue to mobilize resources for women’s rights organizing and also to affirm AWID’s positioning as a key player in this field.

Strategy Objectives:

Building on the rationale, ‘Advocacy Strategy’ objectives are:

1. To mobilize more and better funding for women’s organizations by increase in concrete funding commitments from various sources and stronger distribution channels to reach various parts of the women’s movements
2. To influence funder agendas by placing women’s rights focus and women’s organizations as key partners and affirm the key role that women’s organizations play
3. To ensure women’s organizations both understand key trends in the new context and also critically reflect on implications these trends have on our organizing and financial sustainability, reinforcing the notion of collective resource mobilization, and concretely strategizing on how we engage with the new actors
4. To reaffirm AWID’s position (and that of key allies), as reliable and ‘go to’ players for trend analysis, knowledge building, and advocacy on issues relating to funding trends and impacts on women’s rights organizations
5. To break barriers with new actors so women’s organizations and movements are part of their discussions and funding priorities, sitting as key actors at their tables
6. To broaden the reach of this information beyond donor allies and reach wider women’s movements, facilitating traction across regions and new players in the fields of financing, development and women’s rights

Methodology

Given the complexity of the strategy and interlinks between the WITM report promotion and wider movement building approach, in order to be impactful this strategy cannot be accomplished by AWID alone. Additionally, ‘target’ audiences for the report at times could be partners in achieving advocacy objectives set in this strategy. Thus, instead of approaching constituencies as ‘audiences’ for report distribution, this strategy unpacks specific involvements and engagements with various sectors and particular actors. Lastly, given the complexity and multi stake-holder nature of the strategy, it is to be unfolded with a middle-term view of at least two years. A more detailed timeline with matrix of partnerships will accompany this narrative strategy for easy tracking and internal accountability of follow through on proposed, and defining a clear navigating route of priority advocacy targets. Here is an attempt to flesh out some of engagements grounding in the overall objectives stated above.

**Bi- and multi-laterals**

This sector continues to fund significantly, with increased interest from these actors to engage with private sector. Many do not partner with women’s groups the way they used to. WITM report demonstrates clear analysis to show this trend. The advocacy strategy must focus on demonstrating implications of this trend and to make the case for how relevant engagement with women’s groups is for the sector, especially by demonstrating some examples of successful ways to engage. We cannot think of influence of WITM report in isolation of post-2015 discussions, where role of private sector is major.

Building on overall objectives, more concretely with this sector objectives are:

1. To show existing champions how the growing role of the private sector is impacting the field, and potential implications for achieving development objectives; reaffirm their critical role in supporting women’s organizations
2. To influence agendas of “non-champions” both to take care with the role of the private sector and to work with women’s organizations as key partners (including potentially via an MDG3 type fund)
3. Increase the funding they are giving to women’s rights organizations and creating mechanisms that provide better access to diverse groups.
Partners and concrete engagement opportunities:

‘Champions’:
1. Nation of Tyrell:
   a. As **target:** continue to reaffirm the importance of their support for women’s rights organizations; help them understand/nuance challenges of private sector engagement in development
   b. As **partner:** explore collaborative session with private sector actors in Westeros region with Government of Tyrell as lead. Support Tyrell Minister when she attends Lannister Global Initiative (LGI) Conference, supporting her to advance dialogues with attendees from private sector.

2. Government of New Valyaria: Potentially to organize a seminar on our WITM report UNV Convening in November 2012

**Influential ‘non-champions’:**
3. Government of Dorne
4. House of Stark – Northern Nations representative

**Multilaterals:**
5. United Nations of Westeros (UNW): consider opportunities with Littlefinger as entry person to decision-making processes of UNW.

**Spaces to reach/engage diverse actors from this sector:**
6. Gendernet/UNDG Secretariat meeting
7. Gendernet & IANGWE meeting
8. Publish articles in Better Aid, IATI, Publish What You Pay, Devex. Determine contacts at each of these organizations.

**Private foundations**
Another mixed picture sector that requires a tailored approach for different actors. Some positive developments are there with few strong progressive foundations as allies and some affinity groups being on the same page as us.

Specific objectives for this sector are:

1. To provide relevant information and facilitate critical analysis of the role of the corporate sector in development, how this can/should inform partnerships with private foundations
2. To influence agendas so women’s organizations are seen as key partners.

**Allies:** Stark Family Foundation, Baratheon Family Foundation, Brienne Trust, the ‘new and emerging’ affinity group on women’s rights,
**Actors to influence:** Stannis Family, Night Watch Brothers, IHRFG, Center for Effective Philanthropy

**Possible Presentations:**
1. Stark Family Foundation hosted event in winter 2013. Many attendees from private foundation sector.
3. Westeros Foundation Center Conference
4. Reach out to allies with proposal to co-host an event or session at one of foundations gatherings to specifically address one or two impact strategy objectives
5. Publish articles in The Chronicle on Philanthropy, Alliance Magazine

**INGOs**
This sector by far is the most competitive with women’s organizations in receiving the funding and is increasingly on the rise in getting more and new resources. At the same time the sector is extremely diverse as well.

**INGO Allies:** XYZ World Cares; ABC INGO. ABC INGO has expressed interest in critical engagement of funding for women’s rights and what is being channelled to INGOs versus women’s rights organizations.

**List of spaces to present WITM Findings to INGOs:**
- INGO Annual Convening at Castle Black

**Women’s Funds**
Another very diverse sector that requires a unique advocacy approach.

**Spaces to present or ways to distribute results:**
- International Witches Coalition: a) distribute research through INWF to reach all the members; b) explore regional distribution of research and engagement with regional funds and their constituencies through regional INWF meetings;
- Global Witches Fund, Urgent Action Fund and Witches Donors Network – all to be reached out at the same time as they are all based in Riverrun. Reach out to them to propose a collaborative donor event to mobilize more funding for women’s groups around the world
- Mama Cash: work with Mama Cash to disseminate in Europe, to allies of Mama Cash
- Women’s Fund of Westeros:
  - Partner with them to present at next LGI Conference
  - Partner with them to distribute to their allies
Newer donors and spaces, including corporate sector
1. Present to Iron Bank of Braavos, as the main banking arm funding all private ventures in Westeros
2. Presenting at Lannister Global Initiative Conference (LGI), as the audience includes several private sector actors
3. Reach out to all corporate donors based in Westeros to do presentation to board

Women’s rights organizations (WROs)
Objectives for women’s organizations are set in the core of this strategy and our engagement approach must be diverse and very broad to ensure outcomes on objectives.

Spaces to present or ways to distribute results:
- We can offer webinars in different languages to present our findings to relevant WROs.
- Explore regional convenings in partnership with women’s funds, other donors or key women’s organizations/regional networks (or take the research to already-planned convenings)
- Organizing a regional speaking tour all over Westeros, attending different pre-planned women’s rights events.
- To reach to wider women’s movements and beyond who we used to engage, to write an article in World Pulse and feministing
- Request access to grantees of major funders of women’s rights organizations, in order to disseminate WITM results to them.

Mainstream Media and other actors
This is a key new channel for wider distribution of the research and wider reach of the advocacy strategy. Should pitch stories to:
- Trust Law Women,
- The Guardian,
- OpenDemocracy,
- Huffington Post,
- Social Watch and
- CIVICUS