



# 2SLGBTQI Advocacy Communications Toolkit



**Egale**

egale.ca | @egalecanada

# Contents

<b>Introduction</b>	<b>3</b>
<b>Knowledge &amp; Understanding</b>	<b>4</b>
1. Situation Analysis	5
2. Objectives	5
3. Audiences	6
4. Key Messages & Call to Action	6
5. Strategies & Tactics	7
6. Evaluation	13
<b>Advocacy Communication Worksheet</b>	<b>14</b>



This resource is part of Egale Canada's **Rainbow Action Hub**. Use the Rainbow Action Hub to find more resources and tools to combat the rise of anti-2SLGBTQI hate.

# Introduction

With the ongoing rise in anti-2SLGBTQI hate, it is more important than ever to ensure that advocacy efforts are strategic. **This step-by-step guide was created to support advocates and organizations in planning and implementing successful communications campaigns.** You don't need to be a communications expert to run an advocacy communications campaign, simply follow this guide and you will be able to lay out a path for an advocacy communications campaign from start to finish.

**We strongly suggest that you also access our [Messaging Guide for 2SLGBTQI Advocacy](#) to help you craft persuasive messaging for your campaign.**





# Knowledge & Understanding



## 1. Situation Analysis

**In order to address a problem, it's important to first name and understand the problem.** The situation analysis is the first step in a communications plan, and should include as much specificity about the current situation as possible. It should also outline potential opportunities, challenges, and obstacles.

If you are creating this plan on behalf of a group or organization, you may wish to **include a SWOT (strengths, weaknesses, opportunities, and threats) analysis.**

Before you decide on messaging, strategies, and evaluation methods, you must outline your objectives – how else will you know if you were successful?

**You may wish to outline a larger overarching goal or theme**

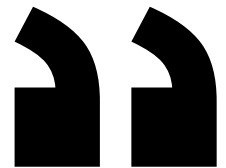
(example: combatting misinformation about trans communities), but **you should also set specific objectives.**

One helpful way to do this is by following the SMART (Specific, Measurable, Achievable, Relevant, and Time-bound) method.

**Objectives should check every box within the SMART acronym**

(example: reach 100 downloads of x resource by x date).

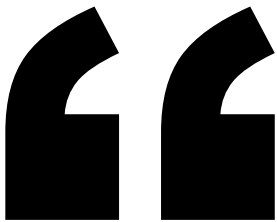
## 2. Objectives



### 3. Audiences

This section outlines **who you want to reach with your campaign**. Audiences should include groups and individuals impacted by the problem outlined in your situation analysis, decision makers, and allies.

**Be as specific as possible**, and include descriptions of why each group is a target audience (example: public high school teachers in x province, who oppose x policy).



Your key messages will be used to build out all of the communications products for your campaign; newsletter, website, news release, etc. They should be **clear, concise**, and not leave your audience with any doubt about your position and **call to action**.

Your key messages may be the same for all of your audiences, or you may need to develop different messages for different audiences.



View [Inclusive Narratives: A Messaging Guide for 2SLGBTQI Advocacy](#) to learn how to develop effective messages.

### 4. Key Messages & Call to Action



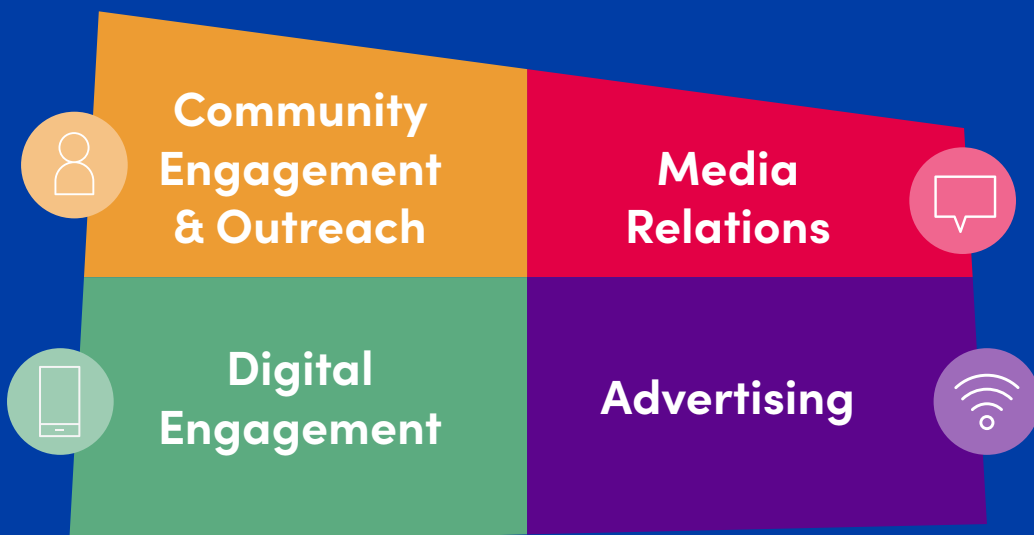
## 5. Strategies & Tactics

Think of **strategies** as the broader umbrella approach, and **tactics** are the specific actions that fall under the umbrella (example: media relations as a strategy, and sending out a news release is the tactic).



There are many strategies and tactics that you can choose to include in an advocacy campaign. **We have outlined some examples in the following pages.**

## Advocacy Communications Toolbox (Strategies)





## **Strategy:**

# Community Engagement & Outreach

## **Tactics:**

### **Coalition-Building:**

There is always strength in numbers – unite with other organizations/groups that have similar goals to join efforts, support, and amplify one another’s messages. Whether you are a local, provincial, or national organization, joining forces with groups at all levels who share similar goals can be powerful. These other groups may have primary mandates that are different from yours and they may not be 2SLGBTQI focused, but if they share your position on a particular issue, it is a good opportunity to build a coalition (example: if your focus is on 2SLGBTQI young people and school policies, partner with the teachers’ union).

### **Collect Signatures:**

Start a petition and collect signatures to send to relevant decision makers. You can collect signatures online or in-person, depending on the issue. View the Parliament of Canada’s [Guide to Creating and Submitting a Petition](#) to learn more about petitions for federal issues. For provincial and local issues, check your relevant government website.



**Validators:** Validators are individuals or representatives of groups who support your campaign and have a direct connection or experience with the issue. Bring in validators who can join the campaign and would be comfortable making remarks and sharing their story (example: you are launching a campaign to protect a policy that is being challenged allowing the Pride flag to be raised at your local public schools. You saw that a teacher spoke out online about how their students shared with them the importance of the Pride flag being raised at their school and what that meant to them. This teacher would make an excellent validator for your campaign because they have direct experience with the issue and you already know they are comfortable speaking out).

**Phone Bank/Canvass:**

Particularly for local issues, a phone bank or canvass are ways to engage with neighbours to provide education materials, discuss issues, and collect signatures.

**Community Event/  
Rally:**

Host an in-person event or rally to bring people together. Access [Egale’s 2SLGBTQI Event Safety Toolkits](#) for guidance on how to plan and attend in-person events safely.

## Strategy:

# Digital Engagement

## Tactics:

**Website:** Rely on key messages and call to action to create a website that includes clear, concise information on why your campaign is important.

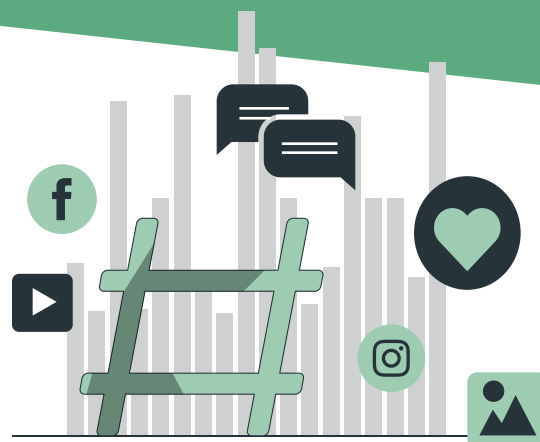
**Social Media (Organic):** Organic social media refers to free, non-paid content shared on social media platforms. This can include posts, photos, videos and stories shared by individuals or businesses without paying for advertising.

Use social media to drive traffic to your website, petition, events, etc.

**Letters & Petitions:** Include a tool on your website for supporters to be able to send a message to relevant decision makers and add their list to a petition. Check out [The Society for Queer Momentum's Action Centre](#) for examples of online petitions and letter-writing campaigns.

**Open Letter:** Include a page with your open letter to the decision makers to share on social media or use in your media relations strategy.

**Example:** [Egale Canada Urges All Municipalities to Fly the Pride Flag as a Symbol of Solidarity for 2SLGBTQI People in their Community as Anti-2SLGBTQI Hate Continues to Rise Across Canada.](#)





**Strategy:**

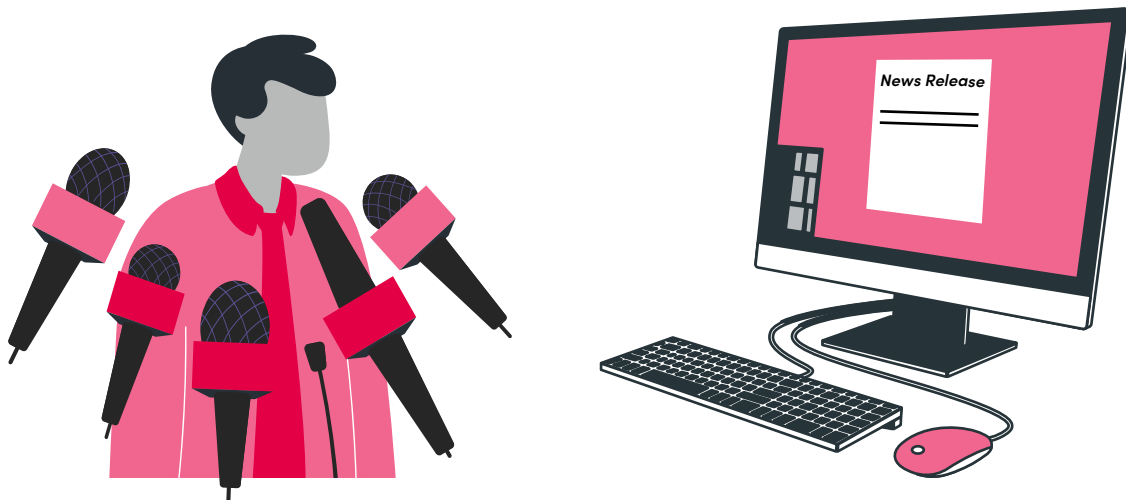
# Media Relations

**Tactics:**

**News Release:**

Once the website/page and/or petition have been set up, and validators have been lined up, draft a news release. Include quotes from the validators. Link to website. Send to local media and journalists that have already covered the issue.

**News Conference:** Prepare a media advisory announcing a news conference. Have a lineup of speakers prepared, including someone from the campaign and validators.





**Strategy:**

# Advertising

**Tactics:**

## **Social Media Advertising:**

Ads can be placed on social media to increase awareness and/or drive website traffic. Be sure to target your ad to the demographic/location that makes the most sense for your campaign, and always include a call to action.

To learn more visit [HubSpot: Digital Advertising Training Course](#).

## **Out-of-Home Ads:**

If budget allows, you may wish to place ads in public spaces (for example, bus shelter ads) to reach a wider audience.



## 6. Evaluation

Since you already set SMART objectives, you will be able to evaluate throughout and after your campaign if you have reached your goals. **Before you begin the campaign, have a clear plan of how and when you will conduct an evaluation.**

Your SMART objectives and evaluation may include things like number of petition signatures, event attendees, media mentions, etc.

“

# Advocacy Communication Worksheet

Fill in this worksheet using the information you learned in this toolkit.

## **Situation Analysis**

What is the Problem?

## **Objectives**

What do you want to happen?

## **Audiences**

Who do you need to reach with your message?

## **Call to Action(s)**

What do you want people to do?

---

## **Key Messages**

---

# Strategies & Tactics

How are you going to spread your message?

**Digital  
Engagement**

**Community  
Engagement  
& Outreach**

**Media  
Relations**

**Advertising**

## Evaluation

What does success look like?



# Egale



Suite 217-120 Carlton Street,  
Toronto, ON. M5A 4K2



(416) 964-7887



[egale.ca](http://egale.ca)

@egalecanada

