

7. Mobilising the public

The greater the public support to your cause, the more likely policy-makers will feel inclined to listen to you and prioritise your issue. Whether you want to raise awareness with a photo exhibition, build capacity through a workshop, collect signatures on the streets, or anything else, involving the public in your campaign can be a great way to spread your message, motivate people to get involved in your cause, and to have a fun and inspirational time with like-minded people!

Mobilising	Engaging	Inspiring	Motivating	Appealing
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Why would you involve the public in your campaign?

Mobilising the public for your advocacy and campaigning can be done in countless different ways. Your public mobilisation strategy, including the events you choose to organise, needs to contribute to the goals and key messages of your campaign strategy.

Depending on your specific campaign goals, there may be several strategic reasons why it would make sense to engage the public in your campaign work, including:

- To demonstrate wide support for your issue, giving policy-makers a mandate to act.
- To expand the reach of your advocacy work by encouraging the public to participate in certain activities (e.g. contacting their elected representatives or members of the parliament, a petition or letter-writing campaigns).
- To generate media attention for your message, for example by organising a public action or a stunt.

- To fundraise from the public to support your work.
- To raise awareness about your cause.
- To appeal to policy-makers as individuals inspiring them to be part of a collective movement for positive change.

Start off by building relationships with individuals, community groups, institutions (like schools and faith groups), civil society organisations and others who you would like to mobilise.

Merel Krediet, Cluster Munition Coalition, London:
 “If you’re organising a public action, spread your message wide by printing campaign resources you can disseminate. There are materials on the CMC website that you can use or adapt.”



Tips for effectively engaging the public

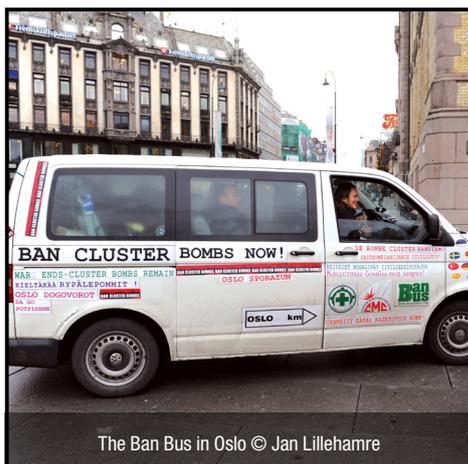
- Know what you want to do and why:
 - What are you trying to achieve?
 - What issue do you want to address in this outreach?
 - How does the public engagement activity you have selected support one or more goals in your advocacy strategy?
 - What are the specific goals for your public engagement activity and what is the theory of change? Make them SMART (specific, measurable, achievable, realistic and time-bound)!
 - When will your public engagement activity have been a success and how will you measure this?
- Know your target audience:
 - Who are they? Where do they live? How easily can they be engaged in the event or the action?
 - What types of event or action would this audience find compelling, interesting, accessible?
 - How do they get the information they need on a daily basis (e.g. word of mouth, radio, social networking, etc.)?
 - Who do they respect and look up to? Who are their role models? Who do they listen to?
 - What do they already feel, think, or know about the issue? How do they currently behave in relation to the issue?
 - How influential are they? Can they help spread the message? Do they have money to donate? Will they join the movement and help do the work?

- Know the change or action that you want:
 - In what way do you want the target group to change, or what do you want them to do as a result of this outreach?
 - What things could stop them from taking action or making the change you seek? What can you do to make it easier for them?
 - What things could help motivate them to take the action or make the change you desire?
- Know yourself:
 - What skills and personal strengths do you bring to public engagement and outreach work (e.g. communication skills, organisational skills, people skills, networking skills, etc.)?
 - How much time and resources do you and/or your organisation have to put into this outreach?
 - Who do you know that can help you?

Based on all these considerations, you can decide what type of action suits your goal best to deliver your message and reach the change you seek.

Jesus Martinez, Network for Survivors & Persons with Disabilities, El Salvador:

“When government officials did not take action on something, we would organise an event and mobilise survivors to join, because these type of activities are normally covered by media.”



The Ban Bus in Oslo © Jan Lillehamre



Stop Explosive Investments public action in Germany © Handicap International



Global Day of Action in South Africa

Ideas for public advocacy actions from national Cluster Munition Coalition campaigns

Big and small, global and national, here is a tiny snapshot of the many inspiring public campaign actions Cluster Munition Coalition campaign members have taken (and continue to take) to rid the world of cluster bombs.

- [Stop Explosive Investments campaign](#): The Cluster Munition Coalition works with Dutch member [PAX](#) to target the producers of cluster munitions via its ‘Stop Explosive Investments’ campaign. Campaigners get involved via national advocacy, media activity, and a global day of action. The campaign is supported by a comprehensive annual report by PAX, detailing the status of cluster munition investments and government policy worldwide. This approach complements the Convention on Cluster Munitions by targeting the worldwide financing of cluster munition producers in countries around the world. It also helps to engage the public, governments, financial institutions and the media on the broader issue of cluster munitions to strengthen the global stigma against the weapon.
- [Mines Action Canada’s #fixthebill](#) campaign asked campaigners from around the world to urge Canada to fix its weak legislation to implement the Convention on Cluster Munitions. Campaigners shared photos and video messages, wrote to Canadian ministers and parliamentarians, joined a #fixthebill Twitter campaign, submitted testimony to senate hearings, worked with international media and encouraged their politicians to reach out to Canada.

- In 2008 campaigners John Rodsted and Mette Eliseussen led the [Ban Bus](#), an eight-week, 12,000 kilometre mobile advocacy initiative through 18 countries in Europe. The aim was to convince governments to sign the Convention on Cluster Munitions at the Oslo signing ceremony on 3 December 2008 and to raise global awareness of the issue. Beginning in Serbia and ending at the signing ceremony in Norway, the Ban Bus team, along with national campaigners, rallied public support for the treaty and turned the eyes of the world on governments who were resisting the ban.
- The ICBL [Lend your Leg campaign](#), created in partnership with the Colombian NGO [Fundación Arcángeles](#), asked individuals (including campaigners, policy makers and celebrities) to mark the International Day for Mine Awareness by rolling up their trouser leg in solidarity with landmine and UXO victims and bring attention to the issue worldwide. Many Cluster Munition Coalition members used the opportunity to campaign against cluster munitions.
- [Weapon Zero](#) campaigners in South-Korea [dressed up as cluster bombs](#) and travelled on the metro in Seoul to raise awareness for their disinvestment campaign against national pension funds investing in cluster munition producers.
- [COPE Laos](#) organised the Adieu ‘Bye Bye’ Bombie cup. Teams from NGOs, international organisations, government departments and foreign embassies in Vientiane joined to mark the first anniversary of the Convention on Cluster Munitions and promote the importance of countries worldwide joining the convention. Watch their great [video](#)!



Umedjon Maimov, Tajikistan, Handicap International Ban Advocate calls on Canada to #FixtheBill © MAC



Adieu Bombie Cup © COPE



Weapon Zero campaigners on the metro in Seoul © Weapon Zero

- [Assistance.Advocacy.Access - Serbia](#) attracted the support of the Balkans' most famous drummer, Dragoljub Djuricic, and 'beat the drum against cluster bombs' at public music events attracting wide publicity and interest. The activity supported efforts to move the government closer to joining the global cluster bomb ban. [See the 2010 highlights.](#)
- To push for ratification of the Convention on Cluster Munitions in Uganda, [Uganda Landmine Survivors Association \(ULSA\)](#) coordinated civil society groups, government officials, survivors and other to march through the capital city Kampala accompanied by a band and dance group to get the crowd moving. The march concluded with an event with speeches from Ugandan landmine survivors and showing the Cluster Munition Coalition video "Unacceptable Harm".
- [The Cambodia Campaign to Ban Landmines and Cluster Munitions](#) enlisted the help of children to tell the government to keep them safe and join the Convention on Cluster Munitions. [Watch](#) Tun Channareth and the kids in action!
- In Bosnia and Herzegovina, [Landmine Survivors Initiatives](#) organised an [exhibition](#) of portraits of UXO victims set up on a square in the centre of Sarajevo. Passers-by were asked to sign postcards stating the need to ensure financial resources to accelerate the mine clearance process in Bosnia and Herzegovina.
- At the Wellington Conference on Cluster Munitions in February 2008, ANZCMC campaigners led a '[lie-down](#)' action creating chalk silhouettes. It created a powerful representation of the horrific damage caused by cluster bombs showing governments attending and the public what it would be like to be bombed by cluster munitions in their own capital. CMC campaigners organised a follow up action at the May 2008 Dublin Diplomatic Conference on Cluster Munitions surprising passers-by with their mass '[lie-in](#)' in the city centre. Suddenly, 150-200 people laid down on the street to call for a ban on cluster bombs, symbolising those killed or injured by cluster munitions.
- In 2011 the Cluster Munition Coalition and partners thwarted attempts by countries such as the United States to adopt a weaker standard on cluster munitions (via the Convention on Conventional Weapons) that would have allowed for continued harm to civilians by these indiscriminate weapons. As part of a wider programme of campaign activity, the Cluster Munition Coalition teamed up with [Avaaz](#) to launch a global [petition](#) securing over 600,000 signatures. The petition was presented to governments in front of media during the negotiating conference, and a large banner and guerrilla flyer action meant government delegates could not fail to miss it.

More resources:

- [CMC campaign resources and tools \(videos, fact sheets, photos\)](#)
- [Building a campaign strategy](#)
- [Crafting your messages](#)
- [Fundraising and mobilising resources](#)
- [New Tactics in Human Rights](#) - A database of ideas and actions from human rights campaigners around the world



Portrait exhibition organised in Sarajevo by ©Landmine Survivors Initiatives



Lie down protest on O'Connell street Dublin 2008 © Sasko Lazarov



'Beat the drum against cluster bombs' © Assistance Advocacy Access Serbia