

PRINCIPLE

CREATE MANY POINTS OF ENTRY

Some can dedicate their lives to a cause, others just an hour a week. Some can take risks, others can't. Your campaign will be stronger if you offer many ways for people to get involved.

CONTRIBUTED BY

David Nyaribi

Nyaribi David is an Ambassador of Possibilities, Leadership Coach, and a political economist who holds a master's in public administration and management and a bachelor's degree in economics and management. David is a public speaker with over seven years of experience who is committed to training and empowering people with time tested life principles and actions. He is a seasoned trainer and facilitator working as a Leadership and Governance trainer with the Global Platform of Actionaid as well as a social movement builder and strong advocate for Integrity.

Juman Abujbara

Juman is a human rights lawyer, social justice organizer, and an aspiring philosopher.

"WHETHER WE LIKE IT OR NOT, WE NEED MANY PEOPLE'S CONTRIBUTIONS TO WIN, NO MATTER HOW BIG OR SMALL."

"Everyone has been made for some particular work, and the desire for that work has been put in every heart." —Jalāl al-Dīn Muḥammad Rūmī

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Have you ever had 20,000 followers on your social media account but only 100 sign your petition? Or thousands of subscribers on your mailing list but only 50 turn up to your event? It might be that you're expecting too much of everyone — or too little from a few eager ones. And whether we like it or not, we need many people's contributions to win, no matter how big or small.

Recognize that some people respond to actions that require low effort or no commitment while others may be motivated to invest substantial time and resources. While people may make occasional donations, others may be willing to be regular donors. Some supporters may attend a one-hour protest during their lunch break while others may make all the necessary arrangements, including changing their schedules or finding a babysitter, to make it to a full-day rally. It's also important to think about the diversity of skills and comfort levels—someone may be willing to tie themselves to a tree or coordinate all the event logistics but completely unwilling to give a speech in front of a crowd or call a public official as part of a

POTENTIAL RISKS

Engagement and commitment aren't static, and in fact, your success depends on them increasing over time, so it's important to look for ways to identify and encourage people you had thought were only passive supporters if they seem ready to get more active (see: METHODOLOGY: Ladder of engagement).

RELATED TOOLS

Stories

- Angola 15+2
- Billionaires for Bush
- Boxing Gender Oppression
- Bring Back Our Girls
- Conflict Kitchen

phone bank.

In order to activate a substantial percentage of your active and passive allies (see: METHODOLOGY: Spectrum of allies), you need to develop engagement strategies that meet people where they are.

Let's consider an example of a campaign making good use of this principle.

During the COVID lockdowns in Uganda, mini buses that would typically carry 14 passengers were only allowed to operate at half capacity, which led operators to double the price. When the restrictions were lifted, operators kept the higher price point yet went back to transporting 14 passengers. Outrage spread, and the Fair Fares UG campaign was born, demanding that the government regulate the mini bus fares.

Organizers quickly realized, however, that not all their supporters were equally impacted by the issue. Some were regular users of public transportation, some were occasional users, and some didn't use it at all. To engage as many of these supporters as possible, they created WhatsApp groups for each. Those who were regular users were placed at the highest level of engagement, engaged on a daily basis, and asked to commit to more demanding tactics such as boycotting the mini buses and using the Boda Boda (motorcycles) instead. On the other hand, those with lower levels of interest and commitment were updated from time to time and were asked to participate in social media tactics. Eventually, the mini bus operators revised their fares.

A key element behind the success of this strategy is that organizers mapped out different levels of interest and capacities and then tailored their engagement with each group based on that mapping. This way, they didn't leave out those who were not directly impacted by the increased fares, but rather offered everybody a meaningful opportunity to get involved and feel connected to the campaign and its success.

LEARN MORE

How to get others involved

350.org

<https://trainings.350.org/resource/how-to-get-others-involved/>

The Organizer's Canvas: Mapping the critical elements for creating change by Benedict Hugosson and Leading Change Network

Leading Change Network

https://leadingchangenetwork.org/resource_center/the-organizers-canvas-mapping-the-critical-elements-for-creating-change-canvas-map-guide-and-videos/

The Anatomy of People-Powered Campaigns

- Dump Veolia Campaign
- Flower Speech Campaign
- Harry Potter Alliance
- Honk at Parliament
- Justice for Janitors
- Lysistrata Project
- Orange Alternative
- Panty power
- Reclaim the Streets
- Round Dance Revolution
- Schools of Struggle
- Stolen Beauty
- Stop Praver Plan
- Streets Into Gardens
- Trail of Dreams
- Wisconsin Capitol Occupation
- Yomango
- Zapatista Caravan

Tactics

- App flooding
- Autonomous servers
- Cacerolazo (noise-making protest)
- Civil disobedience
- Distributed action
- Divestment
- Flash mob
- General strike
- Phone banking

Principles

- Breakfast is persuasive
- Build strength through repetition
- Choose tactics that support your strategy
- Don't fall in love with your tactics
- Enable, don't command
- Expose inequality with a viral gesture
- Fail forward
- Foster safer spaces
- Make new folks welcome
- No one wants to watch a drum circle
- Training for the win
- Would you like some structure with your momentum?

Theories

- Al faza'a (a surge of solidarity)
- Gerontocracy
- Political identity paradox
- The social cure
- The tactics of everyday life

Methodologies

- Action star
- Artstorm
- Baraza
- Ladder of engagement
- Perception box
- Spectrum of allies
- Theory of change

TAGS

Campaign strategy,
Communications, Community
building, Digital organizing,
Direct action, Movement
building