



HOW TO BE FAIR TO LGBTI PEOPLE IN EASTERN EUROPE

Toolkit on successful campaigning for LGBTI rights

This campaign toolkit was funded by the European Union's Rights, Equality and Citizenship Programme (2014-2020).



Toolkit on successful campaigning

- For LGBTI rights

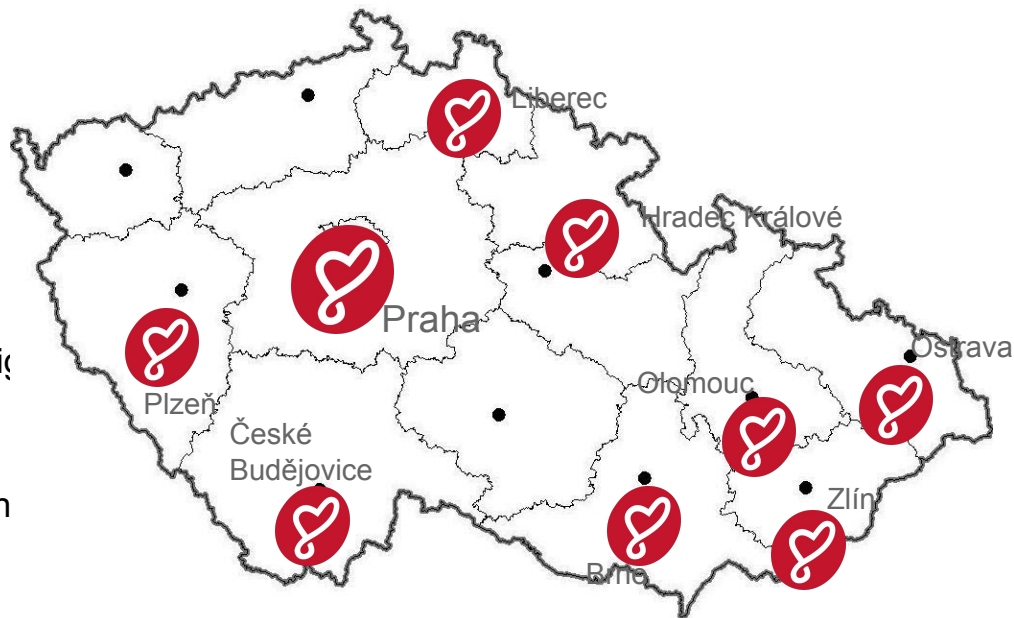
This toolkit provides a learning and development programme to build local capacity and deliver enhanced social capital for LGBTI activists and campaigners in Eastern Europe. As an example, we use our current campaign for equal marriage.



Background

Coalition for Marriage formation in 2017

- Amnesty International
- Logos Czech Republic (LGBT people with religion)
- Mezipatra Queer Film Festival
- Prague Pride
- PROUD (Platform for Equality, Recognition and Diversity)



Debate about marriages for all is in the Czech Republic over 20 years.

From April 2017 Coalition for Marriage has campaign **We are fair** (see: <http://www.jsmefer.cz/>).

- 11 regional volunteers groups
- more than 45 meetings with people in regions
- collected over 70 000 signatures for our petition
- opening the topic in media



Our vision

Marriage equality in the Czech Republic with full rights and responsibilities.



Our campaign

Our campaign is about getting people talking in a national conversation since its start. Politicians have not found the time over the last 14 years to amend and settle legislation on registered partnership. Therefore, we are campaigning across the country to increase public support for the marriage equality of LGBTI people.



Getting started

1. Scan the environment

Are other organizations already focusing on the issue? Can you join with existing efforts? How do they communicate?

2. Consider contributing to a broader campaign

It allows you to multiply your influence and builds strong relationships for future work. Creating alliances also gives you extra resources, credibility and communication channels.

3. Collect data and analyse

What is the current and past public support for your goal? What communication and media outputs are there? What is the current political and social discourse in and around your country and on the international level? Where can you get relevant and quality data, surveys? How will you monitor media outputs?

4. Choose communication and media channels for your campaign



Set campaign goals

Planning of campaign reflects legislative process of equal marriage bill approval. Our initiative was launched in April 2017. The new parliamentary election took place in October 2017, the Presidential elections took place in January 2018. All activities are mainly planned according to the Parliament calendar of meetings and other major social and political events throughout the year or according to important milestones of the initiative.

1. Spread awareness about equal marriage campaign
2. Activate and engage supporters and create communities
3. Push and advocate lawmakers to process equal marriage bill



Set campaign principles

1. Map your strategies and activities;
2. Clarify the scope and steps of your project; and explore how your planned work will lead to the outcomes you want.

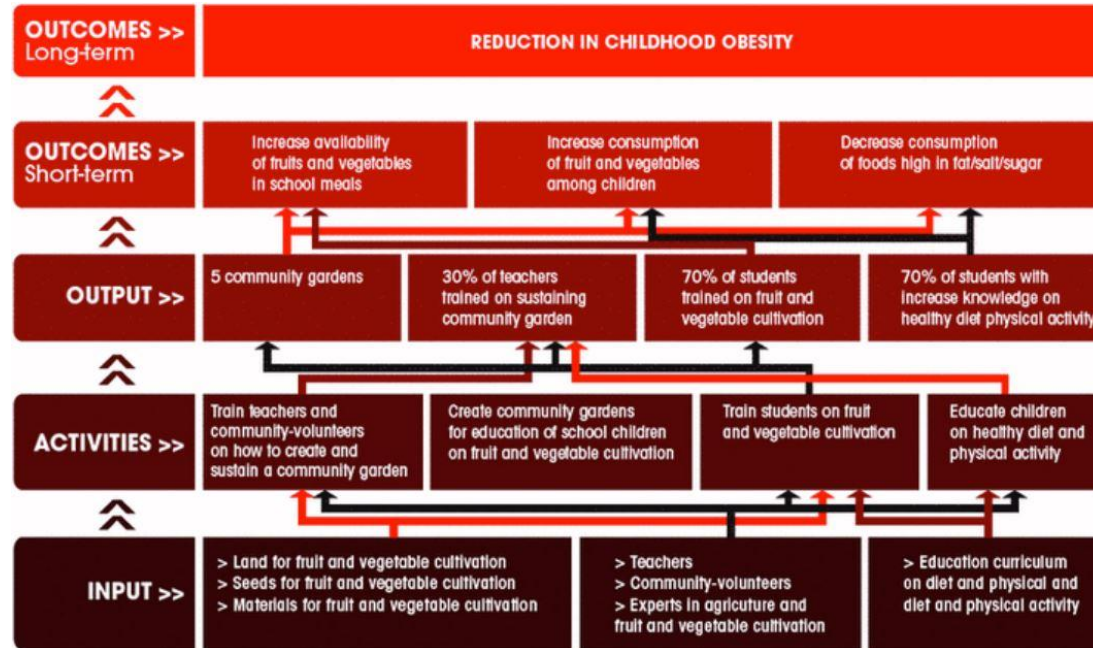
Our campaign follows 3 basic principles:

- **positive** (in the age of hatred and depression we are going to talk about love, family, relationship, safety, hope)
- **personal** (we present human stories of couples, their families and friends)
- **pragmatic** (based on our analysis, we will target movable middle)

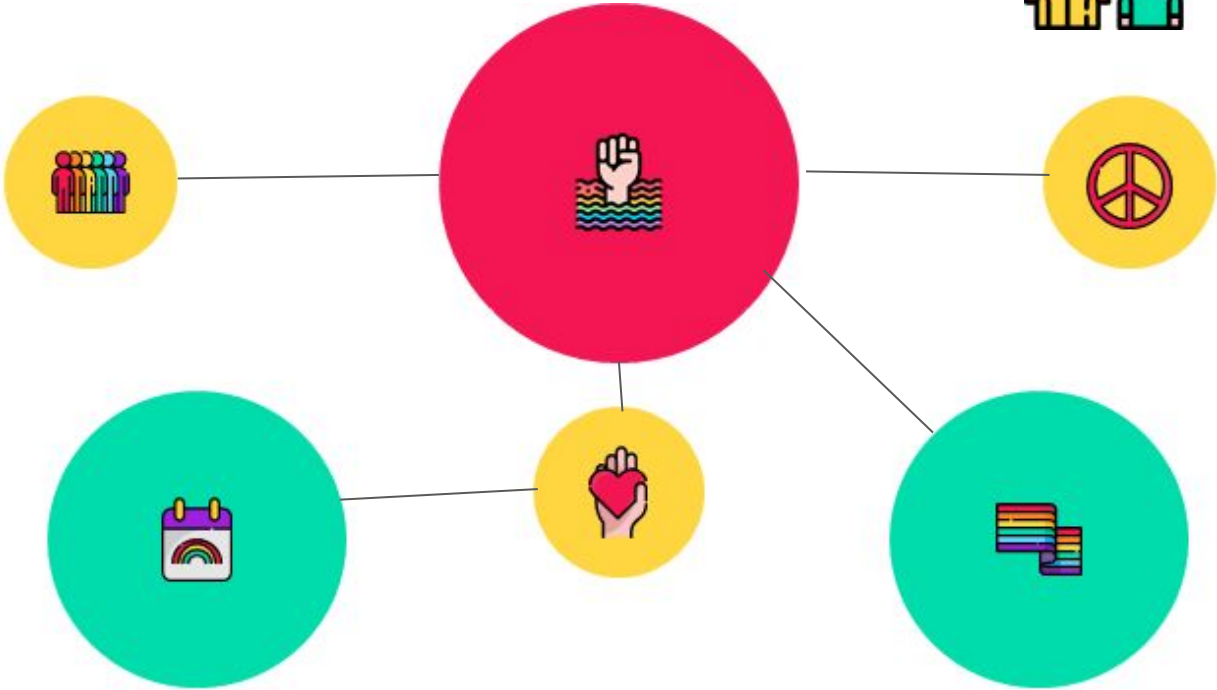


Plan campaign

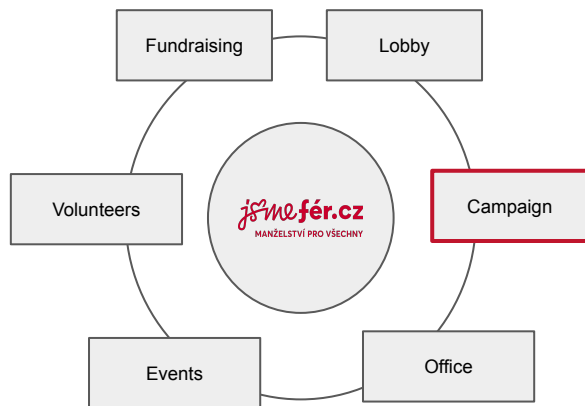
Planning of campaign reflects legislative process of equal marriage bill approval. As our campaign is still active and on its peak, we cannot share the exact planning stages for strategic purposes. But we share a very similar example to ours:



Designing campaign



Build campaign team & set skills



- PR & media relation
- Marketing communication
- Social media
- Online campaigns
- Media planning
- Data analysis
- Message framing and testing
- Community building
- Copywriting
- Graphic design
- Web processing and programming
- E-mailing
- Database
- Evaluation



Ensure effective storytelling

Storytelling is a powerful way to draw attention to unfair laws and a crucial component of effective systemic work. A personal story can add life to a complex issue, create a platform for public discussion and inspire people to confront injustice. Telling stories has a unique potential to build understanding and empathy in relation to difficult problems. In addition, it can empower the individual affected and their community, recognise their expertise and promote their agency.

1. Use real people relevant to your campaign goals
2. Our experience and results show, to show complex stories of not only couples, but whole families, friends, colleagues of our couples
3. Show people to others with everyday struggles of life, just like others have (LGBT families with financial problems, LGBT senior couples, ..)



Work with the media

Organisations benefit when they broaden the base of media spokespeople they use who can speak authoritatively on behalf of the organisation. Your strategic plan and policy positions are the basic guide for what can be said, and knowledge of these and the ability to communicate them articulately and accurately are good guides to who can say it. Developing a media protocol for this is a good idea – whether implicit or explicit, all organisations that use the media effectively will have one.

1. Create personal relationships with local and int journalists
2. Reach out to the them and discuss what stories, content, topics they are interested in
3. Communicate regularly to them, but only with relevant, unique or proactive content
4. Prepare campaign talking points, crisis plans, content plan



Build and engage community

How can your campaign create an even greater impact in the community? Partner with other organizations, NGOs, businesses, influencers to broaden your reach. Seek regular feedback from the LGBTQ community within your own walls on how to better your campaign engagement.

1. Turn supporters, volunteers, celebrities, lawmakers into ambassadors
2. Create online community groups to discuss your topics with supporters, spread your content or groups pointed against your opposition
3. Collect contacts and emails to broaden your database
4. Be creative - offer tools for people to engage with: surveys, games, focus groups
5. Determine a list of action steps for each community sector



Engage decision makers

Identifying and engaging with these key people is a vital element of advocacy. Who can make the changes you are seeking? And who can influence the ultimate decision makers? Relevant players may include: members of parliament, local government representatives, public servants, other stakeholders (such as the police) and corporations (such as insurance companies or banks).

1. Use geofencing campaigns targeting politicians (i.e., Parliament area)
2. Extend your activities regionally to municipal politics (Mayors for equal marriage)
3. Do extensive power mapping - know their relatives, people they admire, how they spent their free time
4. Create opinion surveys around elections, publish results, communicate



Fundrise

You can fundraise money for your cause through variety of channels. Get in touch with the largest fundraising provider and connect your media channels with them. Whether you're raising money for an LGBT specific cause or any other cause, throwing a fundraiser that welcomes LGBT folks opens up your group to a wider supporter base, shows goodwill on your part and that you are paying attention to societal shifts.

1. Always fundraise money for a specific cause (project, event, service, etc.) with a specified amount for fundraising
2. Use negative and unexpected events for your fundraising
3. Campaign planning with fundraising activities helps to increase funds
4. Communicate regularly with donors to increase funds



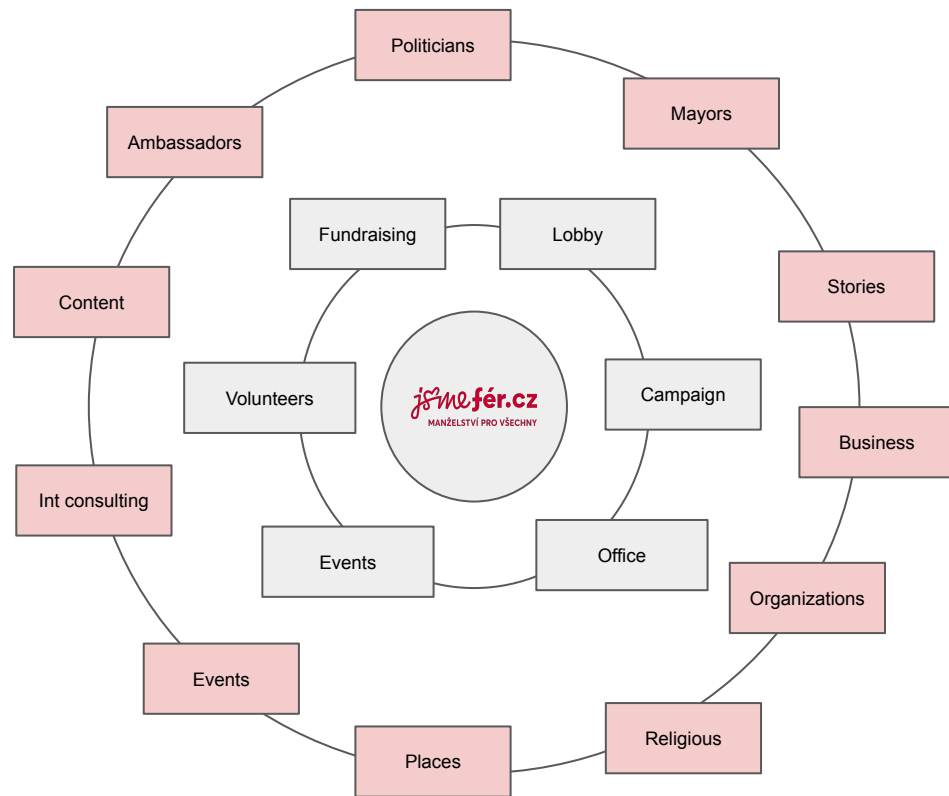
Evaluate

Evaluation can be a particularly powerful tool for you if it is integrated into systemic work. If you gather data about how your work is tracking and reflect upon it regularly as you proceed, then ongoing learning and insights are possible that can inform refinements to your strategies and approach. Always ask yourselves: What worked? What should we do differently? How did we work as a team?

1. Have you met your objectives? If so, why? If not, why not?
2. What have you built that will last beyond the campaign? What do you need to be preparing to allow us to do something next?
3. In practice, has the campaign and the people delivering it lived up to your values? If not, why not?
4. How will you, you and your allies integrate the lessons learned into future campaigns?



Set things in motion



And the results?

2018	2019		
61%	62%	Czechs agree that gays and lesbians should be able to	Adopt
65%	67%		Marry
71%	77%		Adopt a stepchild

Yes, Czech Republic is ready for equal marriage!



We are fair

- English Website www.fairmarriage.org
- Czech Website www.jsmefer.cz
- Facebook www.facebook.com/jsmefer
- Twitter <https://twitter.com/JsmeFer>
- Instagram www.instagram.com/jsmefer
- YouTube [YouTube](https://www.youtube.com/jsmefer)
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