

Hot tips for successful petitions/campaigns

Here are some of the practical things we've learned in working together for change - put together for anyone using the awethu.mobi community platform.

Scroll down to find resources on setting up a petition, growing the petition, communication, using social media, attracting media, organising an event, tips on strategy, delivering your petition and more.

Remember, a petition is just one tool that can build public pressure on a decision-maker. Often you will need to use other tools such as a protest, public comments, speaking to the media etc, as part of a campaign.

About awethu.mobi

awethu.mobi is your platform to use petitions and other campaign tools, to build public pressure on decision-makers who can help fix an issue in your community. Here you can help build real power for Black people, especially for low-income Black women in Mzansi.

 [Go to About awethu.mobi](#)

Setting up an awethu.mobi petition

A petition can be the way to build a supporter base for an effective campaign. Here are a few simple points and FAQs for setting up a petition:

 Go to: [Setting up an awethu.mobi petition](#)

 Go to: Video guides for setting up a petition

Plotting a path for change

It may not always be possible to achieve our goal of addressing an issue without a plan. Many campaigns grow with the public energy around an issue. At the same time, we are here to help.

Having a plan of where we're going and how will make it easier to work out what to do when things get stuck and get others on board with the campaign.

To develop your start by asking some simple questions:

- What's the issue/crisis and what do you want to see change?

- What's getting in the way, and how does it affect people?
- What could be done differently to fix it? What's our solution and how would that benefit people?
- Who, or what organisation, has the power to do that?
- Who can influence them? How do we get their attention and convince them to do that?
- What makes this urgent?

⚡ Read more: [Planning a campaign for change](#)

Making best use of a petition

Once a petition is up and running it can be a powerful launchpad for other tactics to build a campaign for change. The 'tactics toolbox' contains options and approaches that can be used in different ways, in any order, depending on the situation, issue, the barriers that need shifting, or opportunities.

 [Tactics for your petition](#)

Getting more signatures



April 2021: Delivery of signatures to the Presidency to extend and increase R350 grant

You've started on your campaign journey, launched a petition and got the first wave of signatures. After a week the number of signatures may slow down — so how do you continue to build support and get your decision-maker to notice your cause?

The following guide has suggestions that will help you think of options. This is a list of tactics, things that will move the campaign forward. It may be one tactic that suits your campaign especially or a combination of tactics that work together at different times.

 Go to [Getting more signatures](#)

Communication and your campaign

During your campaign you can send your campaign supporters email updates using awethu.mobi, post on social media, reach out to media, take and share photos of your events, and talk to people in your community.

You will need to repeat the main message of your campaign in different ways to different audiences over and over. How do you explain your campaign in a way that persuades, motivates and engages people to get involved?

 Go to: [Communication and your campaign](#)

 Go to : [How to communicate with journalists](#)

Meet your Decision Maker

One on one conversations with the decision-maker your campaign is engaging is very important. Whether it's a Minister, a company representative meeting with you on behalf of the CEO or elected representatives like a Member of Parliament or your local ward councillor. Here are some ways you can find the contact details of different decision-makers.

- Look up your ward councillor here:
<https://www.elections.org.za/pw/Voter/Who-Is-My-Ward-Councillor>
- Look up a member of parliament here: <https://www.pa.org.za/>
- If your decision-maker is in a government department or a public institution (E.G. ICASA, Competition Commission), visit that department or institutions website for contact info. You can also call the Presidential Hotline and request contact info: 17737

- If your decision-maker is in a company or industry association, visit their website or try contact them through their Facebook page if they have one.

Your meeting with your decision-maker could be to deliver petition signatures, or one of your petition demands. Either way it is an opportunity to keep up the public pressure on the decision-maker. If they refuse to meet with you, and won't even arrange for you to meet a representative, don't give up. Keep putting up the pressure. The fact they don't want to meet is something worth mentioning to campaign supporters and the media. If you are able to have a meeting, it is a great opportunity to talk to the decision maker about a timeline for implementing your campaign demands. The decision maker may also be able to explain any processes that may need to happen.

Useful tools as you run your campaign

A petition starter or campaigner often **has to be a 'jack of all trades'**. Whether it's organising an event with campaign supporters to organise a day to go door to door collecting physical signatures, or creating a meme to share with your campaign supporters on social media, there are a lot of different types of work you may need to learn. The following is a list of tools you can use.

👉 Go to [Useful tools for your campaign](#)

How to deliver your petition to the decision-maker

Support for your petition is growing, you've gathered hundreds of signatures and the community wants to know what is next. There is a crucial next step — delivering your petition. While petitions can target businesses, media organisations and local councillors, many are directed to our elected representatives at Parliament.

Read on to find out how to plan a successful petition delivery to Parliament, then use the Checklist to make sure you have everything in place — ready to deliver!

👉 Read: [How to deliver your petition to decision makers](#)

Recommended posts from the amandla blog

🌸 [To click or not to click](#)

Have you ever wondered if signing that petition ever makes a difference?

🌸 [Local petitions website targets political accountability](#)

Recommended campaigner resource sites

This campaign tips page is being regularly updated, come back occasionally to check out more resources! In the meantime here is a list of some of the resource sites.

♥ [How to campaign](#) — An accessible site with many training resources ♥

[Mobilisation Lab](#) — Social change network with resources and newsletter

♥ [Blueprints for Change](#) — Co-created guides for campaigners by campaigners

♥ Amandla Fellowship – once a year, 16 week campaigns training course. Designed specifically for mid-senior leaders in social change, the Amandla Fellowship will super-charge your skills and energy, help you gain further confidence as a social change leader, and connect you with a community of your peers from across Aotearoa.

♥ [Beautiful Trouble](#) — ‘A toolbox for revolution’; strategic tools and trainings

♥ [OurActionStation](#) — A member powered platform like awethu.mobi

♥ [Ruckus](#) — Strategy guide for campaigns and actions

♥ [Stories for Advocacy](#) — An engaging toolkit for using stories in advocacy campaigns

awethu.mobi can help you organise your community so you have a better chance of getting the attention of your decision-maker and making your demands known.

If you have feedback on making these resources better or queries about using the [awethu.mobi platform](#) reach out to us at awethu@amandla.mobi.