

Guide to Running an Advocacy Program

What is an Advocacy Program?

- A crash-course on OFTW and Effective Giving
- 4 sessions (1 hour a week = only 4 hours total!)
- Opportunity to socialize with new people and build community
- A great way to recruit board members or Student Ambassadors
- A great way for existing members to learn more about Effective Giving (and feel more confident giving the pitch!)

How to Run an Advocacy Program

1. Recruit a few members of your team to help lead the advocacy program

- a. Get people who are keen to be more involved and ideally who already know about OFTW to help out. If you feel like there aren't enough people on your team who are willing/able to do this, reach out to another chapter and ask if they want to run a collaborative fellowship!

2. Have a meeting to decide the general structure of your advocacy program

- a. Use a [miro board](#) to brainstorm and organize your ideas
 - i. Example [miro board from St Andrews](#) (Spring 2021)
- b. By the end of this meeting make sure you delegate action items. Decide who's in charge of which week, who will advertise the advocacy program. Assign deadlines and decide when the program will start.

Possible Structure:

- 15-20 minute social component
- 10-15 minute presentation
- 10 minute group discussion

3. Start Advertising and build excitement!

- a. Make a sign-up sheet and attach this to all posts
 - i. Template [sign up form](#) (feel free to make a copy and adapt!)
 1. Use a spreadsheet to keep track of Interest so you can follow-up with people at the end of the four weeks
 - a. Template [engagement tracker](#)
- b. Post in class facebook groups, send to student representatives of relevant subjects and

ask them to add it to their next email, if there's an EA community on your campus ask them to share it, hang fliers around campus, advertise this at the clubs fair

- i. Example [Instagram post](#)
 - 1. Here's a [Canva template](#) for this (make a copy and be sure to replace the background image with pics from your own campus!)
- ii. Example [facebook event](#)

4. Make / adapt the content for presentations

- a. Have a rehearsal to make sure everyone is organized and on the same page
 - i. Example [presentation Week 1](#) (Neglected tropical diseases)
 - ii. Example [presentation Week 2](#) (What is effective giving)
 - iii. Example [presentation Week 3](#) (Effective giving in practice)
 - iv. Example [presentation Week 4](#) (Building a movement - what is the 1% pledge)
- b. Here are some other readings and ideas to inspire your team:
 - i. OFTW folder of previous [advocacy program materials](#) (note: we used to call advocacy programs a 'fellowship')
 - 1. Presentation themes include:
 - a. Charity deep dives
 - b. Sensitive/respectful advocacy
 - c. The current state of global poverty
 - d. How to take action
 - ii. "[The Moral Imperative toward cost-effectiveness in Global Health](#)"
 - iii. "[What really helps the poor?](#)"
 - iv. GiveWell - "[How we work](#)"
 - v. GiveWell - "[Giving 101](#)"
 - vi. Podcast - "[Finding the best charity](#)"
 - vii. "[Famine, Affluence and Morality](#)"
 - viii. "[The way we think about charity is dead wrong](#)"
 - ix. Giving What We Can - [Key facts and resources](#)
 - x. "[Can one person really make a difference?](#)"
 - xi. Run a [Giving game](#)
 - xii. "[Comparing charities: how big is the difference](#)"
 - xiii. "[The moral imperative towards cost effectiveness](#)"

- xiv. Use the [“How rich am I” calculator](#)

5. Send out a Welcome email (at least 5 days before the first session)

- a. Include details about the first session (a link to join / location, a time, topic for the session, etc.)

6. Run the Advocacy Program!

- a. This is the fun part. Talk to as many participants as you can. The more personal connections you make, the easier it will be to follow up with individuals.

7. Send a feedback form and Follow up with everyone

- a. Have they taken the pledge / do they plan to? How would they like to stay involved with OFTW?
 - i. Template [follow up form](#)
- b. Follow up even with the people who never came to the advocacy program - this is still a promising pool of people who were interested in the topic of effective giving

8. Onboard anyone who wants to join the team

- a. Go through responses to the feedback form. For anyone who said they are interested in joining the chapter, reach out to them and get on a call or invite them to the next board meeting