



## How can the internet and mobile phones be used to mobilise people?

Mobile phones and the internet can be used in 'awareness-raising for advocacy' and in mobilising people for advocacy, including by:

- (a) people directly affected by an advocacy issue
- (b) those who are concerned for the people affected
- (c) those who have power and/or responsibility for changing the issue
- (d) people who may be indifferent to or unaware of the issue

### Do you need to do 'awareness-raising for advocacy'?

- Use **mobile phones** to send text messages to generate awareness of the issue, and of the connection between the issue and the decisions and actions of those with power to change the situation.
- Use **social networking sites** to broadcast your advocacy message directly and to encourage **online interaction between people**.
- Create **online groups** or use groups on social networking sites, which people can join to find out more about the issue and receive regular updates.
- Put information about your advocacy message on **your organisation's website**.
- Ensure you have plans for how to **keep online activity updated**.

### Do you need to mobilise people for advocacy?

- Send out **emails** about your advocacy issue, making the emails as clear and concise as possible, and setting out instructions about what the recipient needs to do in response.
- Consider a **free online mass-email service**, such as <http://www.mailchimp.com>, which allows you to manage sending out emails to large numbers of people, free of charge.
- Mobilise people to **send your advocacy message by email** to local politicians based on some suggested text that you've shared with them
- Develop an **online petition** and ask people to add their names to it. Remember to follow up with the recipients of the petition, and then share their response with those who have got involved.
- Use a **free online service to develop a petition**, mobilise people and win support for your issue, such as <http://www.change.org>.

Tearfund New Zealand mobilised people, via a free online service, to send messages to national government ministers asking them to provide emergency funds in response to the drought in the Horn of Africa. The government did so, saying that receiving the messages played a part in their decision.

Tearfund partners in Africa were involved in a campaign organised by a pan-African coalition called Fairplay. Members of the public were invited to send a text message to government leaders in Southern Africa, asking them to commit 15% of their budget to spending on health. The campaign was promoted on the radio and through other channels. It was seen as an effective way of collecting support from across a large area.

### Do you need to report back to people who have been mobilised for advocacy?

- Ask your organisation to **write a blog** about the issue. This is often a simple way of keeping people up to date and it allows them to comment on what you have written. It can also be easier to maintain than an organisational website, especially if blog posts are written by different people

involved in the work. Use <http://www.wordpress.com> or <http://www.blogger.com> to start a blog for free.

- Post **photos and video clips** to your organisation's website or blog.
- Consider using a website such as <http://www.flickr.com> to share **photos from events** that people have been involved in.
- Consider using a website such as <http://www.youtube.com> to **upload and share short films** as progress updates.

<p>Tearfund partner Fale, based in Brazil, use a blog to communicate messages about their campaigning work and to keep people up to date: <a href="http://redefale.blogspot.co.uk">http://redefale.blogspot.co.uk</a></p>
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To read other documents regarding ideas for using the internet and mobile phones in specific parts of the Advocacy Cycle, visit this page on the TILZ website - <http://tilz.tearfund.org/advocacycomms>