ACTIVISM 101

Leadership Summit for Women, Hamilton, Ontario
Saturday November 8th, 2014.
Who the am I?
(Otherwise known as ‘Why should I listen to you?’)

• Founder of a website: Advocacy Hamilton
• Guest speaker and workshop leader
• Social policy writer & program developer
• Radio, television and newspaper ‘personality’
• Specialize in poverty, disability, gender, social assistance issues and community engagement
• Chair of the Social Policy Workgroup of the Hamilton Roundtable for Poverty Reduction
• Board Director and Secretary for Canada Without Poverty
• Poor and disabled.
Why did you pick ACTIVISM 101 as a workshop choice?
Who made you an activist?
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NO ONE.
What made you an activist?

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• Giving up the permission seeking habit and challenging authority.
It starts with you, now.
What is your goal?

- Identify the area of concern.
- Identify the issue.
  - Be specific. Narrow it down.
  - Will you provide an informed opinion on a topic?
  - Are you disagreeing?
  - Trying to halt a policy or bring in a new one?
  - Are you contributing to an ongoing discussion?
  - Are you changing public opinion?

The answers to these questions will inform your strategy.
Evaluating techniques and styles for effectiveness

- Individual vs Group Effort
- Collaborative vs Protest
- Short Term vs Long Term Planning
- Networks & Allies
Your Personal Toolbox

• Social Media & Blogging
• Letter Writing & Petitions
• Presentations
• Poetry, Music, Theatre & Visual Arts
• Rallies & Protests, Stickers & Buttons
• Opinion/Editorials
• Media Releases
Questions
(Otherwise known as ‘what did I forget?’)
Reference Materials:
http://framedincanada.com/ A blog about framing issues, from a distinctly Canadian point of view.

http://beautifultrouble.org/ Beautiful Trouble is both sophisticated enough for veteran activists and accessible enough for newbies. Both artists and activists will find it useful, as it showcases the synergies between artistic imagination and shrewd political strategy.

http://www.activism101.org/ Activism 101 is part of a family of websites, the objective of which is to promote positive social change.

Google is your friend. Try ‘advocacy campaign strategies’ or ‘activist tactics’.

And thank you! Feel free to contact me at Laura@AdvocacyHamilton.com or Laura@LauraCattari.com