Gender Equity in Sport for Social Change

Advocacy & Networking

Connect and Commit
People to your work
What is advocacy?

Efforts to influence decision makers:
• To increase peoples knowledge
• To influence peoples definition
• To influence peoples behavior
How to advocate?

• Know your counterpart
• Know your product & yourself
• Know what you are asking for
• Be courteous and maintain a friendly attitude
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Strategies to use for advocacy

Communication strategy and materials are key:

- Media
- Campaigns
- Events
- Publication of reports
- Internet
- Letters to relevant people
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What is networking?

Networking is to create a relevant base of stakeholders that can contribute to your cause.
Why networking?

Networking ensures that your organization:

• Is better embedded with other organizations
• Is able to exchange and share information, strategies and knowledge
• Is able to develop partnerships to realize your objectives
• Is able to apply the learnings to your own policy and practice
Who do you network with?

Anyone who can be a stakeholder to your organization:

- Beneficiary
- Donor
- Ambassador
- Colleague organization
- Politicians
- etcetera
How to network?

• Stay in touch with people you like and respect even if they can’t help you immediately
• Talk to people you don’t know everywhere you go
• Become a better listener, ask questions
• Practice your presentation skills
• Keep your brochures, business card ready
• Follow up on any lead, no matter how minor
• Remember people’s names and what they do
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Guiding principles

Presentation
• Present yourself well (within 1 minute)

Target group
• Know who you have in front of you

Objective
• Know what you want to get out of this meeting

Legitimacy, Credibility and Accountability
• Make sure you have right to speak, proven expertise & are well organized