



All girls know that they can be anything now. That transformation is to me of the most satisfying things.

Ellen Johnson Sirleaf



15

RESOURCES FOR ADVOCATES

ADVOCACY MANUALS AND GUIDES



tilz.tearfund.org

[The Advocacy Toolkit: Understanding Advocacy and Practical Actions in Advocacy \(2002\). Tearfund.](#)

Tearfund produced these guides to help any organization, community, or group of people considering an advocacy intervention. The two-volume series presents self-contained modules to be used by organizations or groups of people completely new to advocacy that are considering an advocacy intervention. Tearfund wrote the toolkit a self-facilitation manual. However, they recommend using the modules with a facilitator or even in a workshop setting. The exercises use a range of methods, and introduce a variety of tools for application, including small group discussion, drawing, role play, and Bible studies. Both volumes are also available in Spanish and French.

savethechildren.org

[Advocacy Matters: Helping Children Change their World \(2011\). Save the Children.](#)

This guide consists of two complementary manuals that are designed to be used together.

- The [Facilitator's Manual](#) is aimed at anyone who is designing or facilitating an advocacy workshop, including people who do not have much experience as facilitators or as advocates. It contains information on how to design, plan, and run a workshop, plus individual session plans.
- The [Participant's Manual](#) contains background material on each topic, case stories, and references to further resources. It is a resource guide for both facilitators and participants.



ippfwhr.org

Also available in [spanish](#)

[Handbook for Advocacy Planning \(2010\). International Planned Parenthood Federation – Western Hemisphere Region \(IPPF/WHR\).](#)

This handbook aims to help build organizations' capacity to design effective advocacy projects that advance sexual and reproductive rights. It explains concepts related to advocacy and introduces the advocacy models used by IPPF/WHR. Divided into sessions and activities to be completed by an advocacy team, this manual provides a step-by-step guide to designing effective advocacy projects.

ippfwhr.org

Also available in [spanish](#)

[Handbook for Budget Analysis and Tracking in Advocacy Projects \(2011\). International Planned Parenthood Federation – Western Hemisphere Region \(IPPF/WHR\).](#)

This handbook helps facilitate the process of incorporating simple budget analysis and tracking elements in advocacy planning. It offers a way to determine the steps needed to identify and monitor specific areas of expenditure that contribute to achieving the political change.

ippfwhr.org

Also available in [spanish](#)

[Handbook for Political Analysis and Mapping \(2010\). International Planned Parenthood Federation – Western Hemisphere Region \(IPPF/WHR\).](#)

This handbook aims to help build organizations' capacity to design effective advocacy projects that advance sexual and reproductive rights. It teaches organizations how to demand greater transparency and accountability from their governments and strengthen their work's ability to systematically influence domestic and international political spheres. The handbook explains how to analyze the structural and institutional features of the state and the key actors involved, and provides activities that guide the development of advocacy campaigns.



ippfwhr.org

[Evaluation of the Implementation of the Ministerial Declaration “Prevention through Education” \(2012\). International Planned Parenthood Federation – Western Hemisphere Region \(IPPF/WHR\).](#)

This evaluation shares the effort made by the IPPF in partnership with the Democracy and Sexuality Network (Demyssex), the Mesoamerican Coalition for Comprehensive Sexual Education, and member associations of the IPPF/WHR, to follow up on the Ministerial Declaration “Prevention through Education.” It includes the degree of implementation of strategies stated in the declaration in Argentina, Bolivia, Brazil, Chile, Colombia, Costa Rica, Cuba, Dominican Republic, Ecuador, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Panama, Paraguay, Peru, Uruguay, and Venezuela, as well as a comparison of implementation among these nations.

cedpa.org

[Building Skills for NGO Leaders \(1999\). The Centre for Development and Population Activities \(CEDPA\).](#)

This a handbook *in Spanish language only* for the Support for Female Leaders program, a three-day, six-session curriculum designed as a companion piece to the Cairo, Beijing, and Beyond program. This manual uses participatory methodologies based on CEDPA’s experience in building the skills of non-governmental organization leaders to advocate for change in the reproductive health arena. While the background information and role play scenarios deal directly with reproductive health issues, a facilitator can adapt the sessions for other contexts.

familycareintl.org

[Jóvenes y derechos: mensajes para incidir en la esfera pública \(Youth and Rights: Messages to Advocate in the Public Sphere\) \(2008\). Family Care International.](#)

This publication is a tool for groups, organizations, or individuals who want to engage in advocacy to promote the exercise of reproductive rights, in particular the prevention of unwanted teen pregnancies. It explores the main determinants of early pregnancy and their implications for public policy, norms, and culture. The publication emphasizes sexual education, access to youth-friendly health services, gender and violence, and youth participation. From a human rights perspective, it highlights how these aspects can empower or condemn young people, in particular young women. The tool is intended to support advocacy and communications strategies that not only influence public policy and participation, but also foster citizenship and expand the culture of democracy and human rights

FACILITATION GUIDES



businessballs.com

[BusinessBalls.com](https://www.businessballs.com)

A list of free team-building activities, exercises, and ideas is available for building teams and teamwork, corporate employee motivation, personal development, icebreakers, energizers, and more serious learning and personal development. You can adapt many of these exercises for young people and children.

leadership.uoregon.edu

[Holden Leadership Center at University of Oregon](https://leadership.uoregon.edu)

The Holden Center strives to be an exemplar provider of leadership education and developmental experiences by empowering individuals to question critically, think logically, communicate clearly, act creatively, and live ethically while becoming active and engaged citizens of the world. They have compiled team-building exercises, leadership reflections, and energizers on their website.

RESOURCES FOR AND ABOUT ADOLESCENT GIRLS WORLDWIDE



advocatesforyouth.org

[Advocates for Youth](#)

Established in 1980 as the Center for Population Options, Advocates for Youth champions efforts that help young people make informed and responsible decisions about their reproductive and sexual health. Advocates believes it can best serve the field by boldly advocating for a more positive and realistic approach to adolescent sexual health. Advocates focuses its work on young people ages 14-25 in the U.S. and around the globe.

girleffect.org

[The Girl Effect](#)

The Girl Effect is a movement that leverages the unique potential of adolescent girls to end poverty for themselves, their families, their communities, their countries, and the world. It focuses on making girls visible and changing their social and economic dynamics by providing them with specific, powerful, and relevant resources.

girlrising.com

[Girl Rising](#)

Girl Rising is a global action campaign for girls' education powered by the film "Girl Rising" and the women, girls, men, and boys that stand behind it.

girlup.org

[Girl Up](#)

Girl Up is an innovative campaign of the United Nations Foundation that provides American girls the opportunity to become global leaders and channel their energy and compassion to raise awareness and funds for United Nations programs that help some of the world's hardest-to-reach adolescent girls.

15.3

RESOURCES FOR AND ABOUT ADOLESCENT GIRLS WORLDWIDE



girlsnotbrides.org

[Girls Not Brides](https://girlsnotbrides.org)

Girls Not Brides is a global partnership to end child marriage, bringing together non-governmental organizations from around the world that work to tackle child marriage at the grassroots, national, and global levels. Girls Not Brides aims to give a voice to girls at risk of child marriage, to defend their rights to health and education, and to give them the opportunities they need to fulfil their potential.

gojoven.org

[GOJoven](https://gojoven.org)

GOJoven gives young leaders the opportunity to participate in a unique leadership development program. Young leaders in Belize; Guatemala; Honduras; and Quintana Roo, Mexico with an interest in the areas of sexual and reproductive health and rights acquire a wide range of skills and knowledge to help them become future leaders in their countries and region.

letgirlslead.org

[Let Girls Lead](https://letgirlslead.org)

Let Girls Lead is a global movement that empowers girls and their allies to lead social change through advocacy, education, economic empowerment, storytelling, and strategic partnerships. Let Girls Lead improves girls' education, health, and livelihoods through strategic partnerships that ensure girl-friendly laws, funding, and programs around the world.

malalafund.org

[The Malala Fund](https://malalafund.org)

There are 600 million adolescent girls in the developing world. They are an undeniable force for social and economic impact, but only if given the opportunity. Around the world, girls are denied a formal education because of social, economic, legal, and political factors. And in denying girls an education, society loses one of its greatest and most powerful resources. The Malala Fund aims to change that.

unwomen.org

[United Nations Entity for Gender Equality and the Empowerment of Women \(UN Women\)](https://unwomen.org)

The main roles of UN Women are: 1) To support intergovernmental bodies, such as the Commission on the Status of Women, in their formulation of policies, global standards, and norms; 2) To help member states implement these standards, standing ready to provide suitable technical and financial support to those countries that request it and to forge effective partnerships with civil society; 3) To hold the UN system accountable for its own commitments on gender equality, including regular monitoring of systemwide progress.

15.3

RESOURCES FOR AND ABOUT ADOLESCENT GIRLS WORLDWIDE



unicef.org

[United Nations Children's Fund \(UNICEF\)](https://www.unicef.org)

UNICEF works in 191 countries and territories to save and improve children's lives, providing health care and immunizations, clean water, sanitation, nutrition, education, emergency relief, and other services.

womendeliver.org

[Women Deliver](https://www.womendeliver.org)

Women Deliver works to expand the community of partners dedicated to bettering the lives of girls and women. Their corporate forum brings together private sector representatives to collaborate on projects and solutions. Women Deliver works with ministries of finance and health and global development experts to make the economic case for investing in girls and women, looking to the future by nurturing the skills of young advocates in developing countries through workshops and an online community.

girlsrights.org

[The Working Group on Girls](https://www.girlsrights.org)

The Working Group on Girls (WGG) is a coalition of over 80 national and international non-governmental organizations with representation at the United Nations dedicated to promoting the human rights of the girl child in all areas and stages of her life, advancing the inclusion and status of girls, and assisting them to develop their full potential as women.

girlscouts.org

[World Association of Girl Guides and Girl Scouts \(WAGGGS\)](https://www.girlscouts.org)

The World Association of Girl Guides and Girl Scouts (WAGGGS) is comprised of 145 member organizations, including Girl Scouts of the USA. WAGGGS not only unites all of its member organizations, but also promotes and establishes Girl Guiding/Girl Scouting organizations around the world. The goal of WAGGGS is to enable girls and young women to develop their fullest potential as responsible citizens of the world.

WEBSITES

INTERNATIONAL AGREEMENTS FOR ADVOCATES



childinfo.org

[African Charter on the Rights and Welfare of the Child](#)

Also known as the Children’s Charter, it was adopted by the Organisation of African Unity in 1990 and entered into force in 1999. Similar to the Convention on the Rights of the Child, it is a treaty whose goal is to ensure the political, economic, social, civil, health, and cultural rights of children.

childinfo.org

[Convention on Consent to Marriage, Minimum Age for Marriage, and Registration of Marriages](#)

This Convention was opened for signature and ratification by the United Nations’ General Assembly on November 7, 1962. The convention aims to promote universal respect and complete freedom for all men and women in the choice of a spouse, eliminating completely child marriage, establishing marriage registries, and establishing appropriate penalties for violations.

un.org

[Convention on the Elimination of all Forms of Discrimination against Women \(CEDAW\)](#)

This Convention was adopted in 1979 by the United Nations General Assembly. Over 50 countries that have ratified the Convention have done so subject to certain declarations, reservations, and objections. Consisting of a preamble and 30 articles, it defines what constitutes discrimination against women and sets up an agenda for national action to end such discrimination.



ohchr.org

[Convention on the Rights of the Child](#)

The Convention on the Rights of the Child was adopted and ratified by the United Nations' General Assembly on November 20, 1989. This human rights treaty aims to protect the political, economic, social, civil, health, and cultural rights of children. It has been signed by 193 countries that are bound to comply with it by international law.

coalicionmesoamericana.org

[Ministerial Declaration "Prevention with Education" \(Declaración Ministerial "Prevenir con Educación"\)](#)

Representatives of different Departments of Health and Education throughout Latin America and the Caribbean approved this declaration as part of the International Conference on AIDS held in Mexico in 2008. The declaration aims to increase and improve public policy, funding, and programming around HIV prevention and teen pregnancy. It also focuses on promoting comprehensive sexual education and teen-friendly sexual health services. The Mesoamerican Coalition for Comprehensive Sexual Education currently oversees implementation.

achpr.org

[Protocol to the African Charter on Human and People's Rights on the Rights of Women in Africa](#)

Better known as the Maputo Protocol, the African Union adopted this document in the form of a protocol to the African Charter on Human and People's Rights. The document guarantees a wide spectrum of rights to women including political participation and social equality with men and power over their fertility and reproductive health, and aims to eradicate female genital cutting.

un.org

[Universal Declaration of Human Rights](#)

The Universal Declaration of Human rights was adopted on December 10, 1948 to ensure that the atrocities committed during the Second World War never take place again. It was the first document to express the rights to which all humans inherently possess. The Declaration is a fundamental constitutive document of the United Nations and is a powerful tool in applying diplomatic and political pressures to governments that violate any of its articles.

SELF CARE AND SAFETY RESOURCES



frontlinedefenders.org

[Front Line Defenders](#)

Front Line Defenders is the International Foundation for the Protection of Human Rights Defenders with the specific aim of protecting at-risk human rights defenders: people who work, non-violently, for any or all of the rights enshrined in the Universal Declaration of Human Rights (UDHR). Front Line Defenders provides rapid and practical support to at-risk human rights defenders, including grants to pay for the practical security needs of human rights defenders; provision of training and development of resource materials on security and protection, including digital security; international advocacy on behalf of human rights defenders at immediate risk; an emergency 24-hour phone line for human rights defenders operating in Arabic, English, French, Russian and Spanish; and temporary relocation of human rights defenders in emergency situations.

securityinabox.org

[Security in a Box](#)

Security in a Box was created to help safeguard the privacy and digital security of human rights advocates. Their website includes a How-to Booklet that addresses several digital security issues. Its collection of Hands-on Guides includes freeware and open source software tools with instructions on how to secure your computer and protect your information.

files.creaworld.org

[Self-Care and Self-Defense Manual for Feminist Activists \(2006\). CREA New Delhi, CREA New York.](#)

This manual guides women activists through a journey of self-exploration and self-knowledge. It helps women explore their role as activists, recognize different types of violence they face, reflect on the role they play in their self-care, optimize their strengths in order to stay safe, and give pointers on self-defense.

ADVOCACY EVALUATION RESOURCES



hewlett.org

[The Elusive Craft of Evaluating Advocacy. Teles, S., & Schmitt, M. \(2011\). Stanford Social Innovation Review, 9\(3\), 40-43.](#)

This article details the challenges of doing advocacy evaluation and provides possible strategies to address them.

innonet.org

[Pathfinder: A Practical Guide to Advocacy Evaluation, Evaluator Edition. Innovation Network, Inc.](#)

This Pathfinder's guide is a brief introduction to advocacy evaluation from the evaluator's perspective. It is not a detailed guide to evaluation. It is meant to give a general sense of what advocacy evaluation entails, and the differences between advocacy evaluation and other program evaluation efforts.

hfrp.org

[A User's Guide to Advocacy Evaluation Planning \(2009\)](#)

This guide was developed to aid the evaluation of advocacy efforts and policy changes by advocates and activists. The manual takes the evaluator through four essential steps of an advocacy evaluation plan: identifying how the evaluation will be used and who will use it, mapping the strategy being evaluated, prioritizing the components that are most essential for the evaluation, and designing measures and methods for evaluation.

PROPOSAL WRITING RESOURCES



ONLINE VERSIONS

ippfwhr.org

Also available in [spanish](#)

[Guide for Designing Results-Oriented Projects and Writing Successful Proposals \(2002\)... International Planned Parenthood Federation.](#)

This manual presents tools for designing and planning projects that are results-oriented and appealing to funders and donors. It focuses on incorporating monitoring and evaluation, starting at the planning stage of the project. It also gives tips and examples on how to make projects more appealing to donors.

foundationcenter.org

[Proposal Writing Short Course Tutorial \(2014\). Foundation Center.](#)

Foundation Center created this short online tutorial to guide those in nonprofit organizations through a short course on proposal writing. The course is grounded in the conviction that a partnership must develop between the nonprofit and the donor. The tutorial contains nine sections that include topics like the components of the proposal, how to write an executive summary, and developing a budget. It is available in six languages and accessible in a printer-friendly version.

MEDIA AND VIDEO RESOURCES



storycenter.org

[Center for Digital Storytelling](#)

The Center for Digital Storytelling’s mission is to “promote the value of story as a means for compassionate community action.” It partners with organizations around the world to develop first-person stories that encourage inter personal communication. It sees storytelling as a vehicle for education, community mobilization, and advocacy. The Center is recognized globally as a leader in digital storytelling.

projectingirlpower.org

[Videoactive Girls](#)

A partnership between Video Volunteers and the Global Fund for Women, Videoactive Girls provides training in digital storytelling to girls in India and Nigeria. The project aims to fill the technology gap that exists between access and know-how. The goals of the initiative are to encourage girls to make their voices heard, cultivate self-confidence, and promote self-empowerment through the learning process. Video Volunteers also developed a media toolkit for community-based organizations to follow similar strategies.

witness.org

[WITNESS](#)

WITNESS is an international non-profit organization with the mission of raising awareness about human rights abuses. It was co-founded in 1992 by musician and human rights advocate Peter Gabriel, Human Rights First, and the Reebok Human Rights Foundation. WITNESS empowers human rights advocates to use video to denounce human rights abuse and fight injustice. It transforms first-person stories of abuse into powerful tools with the potential to bring awareness to the public, the media, and decision makers.

TEAM-BUILDING ACTIVITIES



ONLINE VERSIONS

onlineexpert.com

[30 Team-Building Games, Activities, and Ideas \(2008\). Rockhurst University Continuing Education Center.](#)

This manual provides 30 easy-to-follow activities for groups. Each provides useful information for facilitators when deciding what activity would be better suited for their group. It includes time necessary to complete the activity, purpose, ideal group size, materials, instructions, and desired outcome.

leadership.uoregon.edu

[Holden Leadership Center](#)

Based out of the University of Oregon, the Holden Leadership Center strives to be an excellent example of leadership education and developmental experiences. Their website offers an array of activities and ideas to foster group participation, cohesion, and team building. It also provides leadership exercises, icebreakers, and energizer activities.

www.deca.org

[SSC Teambuilding Games & Activities. Ohio DECA Summer Leadership Retreat.](#)

This short manual breaks up team-building activities into three rough categories to be used at the beginning, middle, and end of workshops. Beginning activities focus on getting participants acquainted with each other and remembering names. Middle activities focus on having fun and getting along. End activities focus on strengthening the team and understanding others' strengths and weaknesses. The manual also provides cheers activities to use to keep the group upbeat and having fun.