

2021 campaign calendar

Some campaigning 'hooks' for your advocacy in 2021.

In 2021, we will be asking for you to continue advocating on some ongoing issues of concern to RESULTS – the effectiveness of UK aid, the funding for nutrition and disease-control programmes, and continued UK support for global education. As you know, these things are vital for a world free from poverty by 2030, especially with the additional pressures and inequalities caused by COVID-19.

We'll be suggesting a monthly campaign action each month, but to help you work out what kind of activities you might want to do alongside these, we've put together this calendar for the year. You'll see some key moments as highlighted in the Action Sheet as well external 'hooks' for your campaigning. We'll be able to share more about specific influencing opportunities as the year unfolds.

January	February	March
<i>Planning your year of advocacy!</i>	Campaigning on UK aid	Campaigning on UK aid
National Reading Day / International Day of Education (23 rd , 24 th)	Group Leaders' conference call	International Women's Day (8 th) International Day for the Elimination of Racial Discrimination (21 st) World Water Day (22 nd) World TB Day (24 th)
April	May	June
World Immunisation Week (starts 24 th) World Health Day (7 th) World Malaria Day (25 th)	Group Leaders' conference call World Hunger Day (28 th)	International Children's Day (1 st) National Volunteers Week (1 st - 6 th)
July	August	September
RESULTS UK National Conference (TBC) G7 meeting, UK (TBC)	Group Leaders' conference call	UN General Assembly Global Goals Day (25 th)
October	November	December
World Food Day (16 th) International Day for the Eradication of Poverty (17 th) World Polio Day (24 th) Black History Month	COP 26 (climate conference), Glasgow (1 st -12 th) Group Leaders' conference call	Nutrition for Growth moment, Japan World AIDS Day (1 st) Universal Health Coverage Day (12 th)

Planning your activities in 2021

2020 has been a busy year at RESULTS, and a difficult time for grassroots advocacy, given the challenges of COVID-19. Try thinking about these prompt questions to review your achievements and challenges in 2020, and what you might want to do this coming year. It's useful to think about how you have worked together as a group, as well as what activities you've done and who you have tried to influence.

Try using these [template slides for online facilitation](#) to make things more interactive and prompt discussion. You could also create your own. If you aren't a Group Leader, why not offer to support them to set a meeting agenda and run the session, so the process is collaborative from the start.

Tips for getting input from all group members

'Silent' or post-it brainstorming: Copy the template slides so you can work together in the document in real time. Decide on a question for the group then give everyone 30 seconds to type onto a virtual post-it or in the chat box. Then spend another 30 seconds placing a star next to your favourite ideas. The facilitator can read out the most liked suggestions.

Name the next speaker: When doing introductions or getting any feedback from all members of the group – instead of relying on the facilitator, why not have one person speak first and then have them nominate the person who'll speak next, until everyone has had a chance.

There are lots more online facilitation tools out there. Try browsing these from [Training for Change](#) and seeing what works for the group.

Working together

- As a group, are you regularly attending / running remote meetings / conference calls?
- How are you dividing up responsibilities and communicating with each other?
- Have new members been coming to your virtual meetings?
- Is anyone in the group eager for a new challenge and could help support the group?

Actions and activities

- Have members been taking regular and varied monthly actions?
- What kind of campaign actions might you try in 2021?
- How do you feel about your relationship with your MP, especially given that you can't meet face-to-face? How can you build on it this year?
- Which MP constituencies are you currently active in?

Expanding your reach

- Have you thought about linking up virtually with other local groups or running joint online events?
- Is there an MP in a neighbouring constituency you would like to find a group member in? How might you go about that as a group?
- Are there opportunities coming up to talk to others about RESULTS online?
- Do some of your ideas lend themselves to sharing on social media or promoting in your local media?

Remember to keep a note of your thinking – this will help RESULTS know how best to support you, and will be handy for the group to check back on. Group Leaders can email Campaigns Coordinator Ruthie Walters on ruthie.walters@results.org.uk with the highlights of your discussion and planning.