

CAMPAIGN COACHING BRIEF 2020/21

Welcome!

Oh hi there! My name is Liz, Programmes Director here at The Advocacy Academy and we are so excited to be looking for a team of amazing Campaign Coaches to inspire and guide our young activists on their journey.

Who on earth are The Advocacy Academy?

I'm so glad you asked! The Advocacy Academy is a transformational, South London, youth organising movement, tirelessly fighting for a more fair, just and equal world. We employ the techniques of community organising, creative campaigning and direct action, driven by the passion and determination of young people with lived experience of the issue they're dismantling. All in all, it's pretty awesome.

Our flagship programme, The Social Justice Leadership Fellowship kicks off in August. It's a 400 hour journey, covering all things activism, from learning about the structures that underpin society, to studying the tactics employed to undo them. We work with around 20 young people a year creating campaigns that move hearts and minds, and bring about real change.

We're born out of the teaching of community organising (think Saul Alinsky, Marshall Ganz), and so our movement DNA is steeped in building relational power, connecting with unlikely allies and winning big. But we like to push the boundaries: blocking roads, holding protests and creating content that just *somehow* ends up inside bus stops and tube trains. We're flexible - sometimes the issue requires lobbying a politician in parliament or conducting participatory action research - you can't put us in a box (and we smash the boxes anyway).

Every year, our Advocates launch amazing campaigns that get people talking, get policies moving and win big:

Ilhan (Class of 2017) and a cross-cohort group of Advocates and Alumni built relationship with Citizens UK and London Community Land Trust in order to secure a £5.1 million piece of land from TFL in Streatham to build 25 truly and permanently affordable homes.

Zharinck, Cecilia and Krishmary (Class of 2019) connected with Alumni to form the LatinXcluded collective - successfully lobbying Lambeth Council and Kings College London to finally begin data collection of the LatinX community, taking the first steps to better representation.

Fill In The Blanks Campaign (Class of 2020) hacked over 5000 newspapers to get decolonisation on the political agenda - and the meeting with the schools minister is in the diary.

We've launched campaigns covering mental health, immigration, LGBTQ+, education, police brutality - and we're just getting started.

All of this would be impossible if it wasn't for the amazing Campaign Coaches that support our Advocates on their six month journey. They give up a few hours every fortnight, dash out their advice and tap into their contacts to help our young people make magic. The campaigns are designed by our Advocates, born out of their fierce dedication to justice - but without the campaign coaches, we'd still be looking at a drawing board.

We've been so lucky to benefit from an army of activists and agitators that have done this before, and know how to get sh*t done.

This year, we're aiming to be bigger and better than ever - **that's where you come in.**

So how does it work?

Campaign Coaches work with a small group of four - six Advocates to research, plan, deliver and evaluate a creative campaign on a social justice issue that directly impacts their lives.

Advocates join us in August, attending the School of Social Justice; a two-week-long residential where they unpack issues ranging from power, privilege, oppression, identity, race, gender, queerness, class, as well as strategy, tactics and public speaking.

The school of Social Justice is where Campaign Coaches meet with the Advocates for the first time. This gives you a chance to get to know all our young people, and be welcomed into the fold. After this, the Advocates begin to design their campaigns, launching them in parliament a couple of days later. In early September Campaign Coaches meet for the first time with their campaign team during a Friday Evening Gathering. These evenings happen every two weeks, and kick off from 4pm with dinner, a welcome from us and a quick piece of teaching (how do we identify unlikely allies? What's the secret to writing that *perfect* email? And what on earth is a power map?!?) From around 6.30pm, they'll work with their campaign coaches up until 9.30pm after which we'll do a closing and goodbyes (cue lots and lots of hugs).

How you wish to run your sessions, is completely up to you. Below is a rough guide of how the campaigns may play out, but each year brings new and wonderful challenges!



What will be expected of me?

The aim of the role is to bring your skills, knowledge, connections and advice to a group of young people that are ready to make big moves. Our cohorts consist of young people from varied backgrounds, many of whom come from complex home lives and all have suffered the violence of the education system. Being a youth worker isn't a pre-requisite, but a willingness to develop and learn youth-work practice is key to building trust and compassion within your group.

You'll be added to a WhatsApp group, and although you'll only meet in person a handful of times, there is an expectation that you'll be able to bring new ideas to your group via the online space. This could be in the form of a really great article you've read (or written!), an event you've seen or just some upbeat positive affirmations.

You're not in this alone! In early August you'll be invited to a training day where you'll get to meet the other coaches and our staff team. Depending on the size of the campaign group you'll work with another Campaign Coach and have loads of support from our Campaigns Director. Following each Friday Evening Gathering



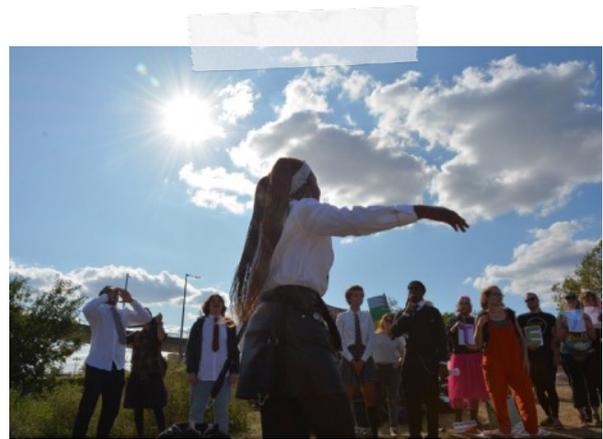
there'll be a feedback session and an open line of communication between us. Like everything in TAA, we are always learning, growing and developing, so your feedback is crucial. All the dates required of campaign coaches are attached to the bottom of this letter.

We will be offering all our Campaign Coaches a contract and signed agreement before The Fellowship starts, allowing space for accountability, understanding and feedback. The Advocacy Academy will provide food for the Friday evenings, travel expenses and a stipend of £300, paid in one lump sum, at the end of The Fellowship.

Nothing about us, without us

Over the years The Advocacy Academy has birthed many incredible campaigns. From day one to now they all share one vital component - every young person that has campaigned on an issue has had lived experience of that issue. As Campaign Coaches, it isn't necessary that you do too, but we champion lived experience at TAA, and it's a necessary requirement that you are willing to learn about oppressions that you may not share and centre the needs of the young person.

There are a few things we don't campaign on. As we centre lived experience, and Advocates organise in groups, we tend not to campaign on global issues. We're hyperlocal by nature, and so as moved as we are by the plight of our global siblings, we take action in our own communities first. We don't do social action. Litter-picking and bake sales are cute, but we like to think bigger. Direct action is something we value and love, but if we as a team deem an action unsafe, we won't risk it. Everything we do, we do with purpose, necessity and structure. Ultimately - we want to win, and we're not ashamed of that.



All of our campaigns that the Advocates run eventually ascend to a collective, when they graduate as Alumni. In 2019 we launched Reroot:Ed, a campaign to decolonise the curriculum in Lambeth schools. Then in 2020 the next generation of Advocates came together to form Fill In The Blanks - taking the fight for decolonisation national. Both of these campaigns now sit within the Education Collective, where Alumni from different graduating classes can work together, chipping away at the same crack in the wall, rather than creating lots of little chips in lots of little bricks.

For Campaign Coaches, this means you have a vast number of Alumni to lean on for support when organising with the Advocates. Whatever campaign the Advocates choose to run, The Advocacy Academy will have institutional knowledge, and an ability to provide further support to you and your campaign team if needed.

What are you looking for?

There is no 'perfect recipe' to what makes a Campaign Coach. **All you need is to be dedicated - our young people are hungry for this, you have to be too. We're looking for someone who is well-connected across the activist world, who is willing to call in a few favours to make some mischief.** We're looking for people who are willing to fit in with the rhythm of The Advocacy Academy and become part of our family. We're looking for activists, campaigners, strategists or lobbyists - all connected by a desire to make the world a better place.

Where can I sign up?!

The campaigns are the engine that drive this machine. If anything you've read above has moved you, made you think, caused you to pause, ticked your box - then we want to hear from you. I've attached a schedule below, to give you a clear idea of the time commitments. If you're interested, please drop me an email outlining your interest to Liz@TheAdvocacyAcademy.com before the **30th May 2020**.

Biggest thanks and warmest wishes,

Liz and the Team

**THE ADVOCACY ACADEMY 2019/20
SOCIAL JUSTICE LEADERSHIP FELLOWSHIP
CAMPAIGN COACHING CALENDAR
(Dates may be subject to change due to Covid19)**

GATHERING	DATE	TIME
The School of Social Justice Summer Residential Campaign Strategy & Tactics Day	Sunday 30th August 2020	6:00pm - 9:30pm
Parliamentary Speech Day Campaign Launch Day	Tuesday 1st September 2020	11.30am - 2:00pm
Friday Evening Gatherings	18th September 2nd October 16th October 6th November 20th November 4th December	6:30pm - 10:00pm
Collectives week: Optional last minute action planning!	14th - 18th December	Evenings 5pm - 8pm
Action Stations Winter Residential	19th - 21st December	Half Day: Time TBC depending on action
Graduation Showcase	Thursday 14th January 2021	6:00pm - 11:00pm
Celebration & Feedback	Thursday 21st January 2021	6:30pm - 10:00pm

