



# CAMPAIGNING: STRATEGY & TOOLS

22 February – 05 March 2021

Online Version

## ABSTRACT

*“We choose hope over fear. We see the future not as something out of our control, but as something we shape for the better through concerted and collective effort.”*

- President Obama to the United Nations General Assembly, September 2014

We are living in a time when traditional campaigning methods are being tested like never before. The COVID-19 pandemic currently sweeping the globe is changing the way individuals, teams, organisations and governments interact and communicate. Despite the rise of the Internet, big data, digital communication, and social media in recent years, many liberal organisations across the world still struggle to connect effectively with their voters.

It is a time of great paradox: a time of progress in science; and a time of anti-scientific propaganda. It is a time of great technological advances, and a time of personal and economic hardship. It is a time of even more connectedness via social media, and instant communication channels, and a time of physical and personal distancing and isolation.

If ever there was a time to choose hope over fear, it is now. And, if ever there was a time to organise a ‘concerted and collective effort’ - a campaign - towards causes that can offer the world a message of togetherness, progress, human rights, openness and freedom, it is now.

For organisations interested in more freedom, there is no time to waste.

This seminar will explore ways in which campaigners can:

- understand the components and phases of a modern political campaign,
- build strong teams for mobilisation and activism,
- cultivate a culture of excellence, learning and teamwork inside a campaign organisation,
- build digital systems for communication, data management and healthy internal processes,
- manage projects in an agile way, and inspire and motivate the people who implement them,
- learn about specialist campaign topics, like digital fundraising, cutting-edge online communication, and engage with experts and campaigners who are working on these topics around the world.

The seminar will have a strong digital focus. In other words, preference will be given to the above topics using technology, whilst not sacrificing quality engagement and human relationships.

## SEMINAR THEMES

This seminar will focus on topics in the following three core themes.

### *Culture eats strategy for breakfast.*

Cultivating a strong organisational culture within the campaign team is the starting point for innovation, effective collaboration and resilience and yet, it is often considered an afterthought or completely ignored. We will explore how to build, lead and manage a campaign team in a way that sustains well-being.

### *Connecting with voters: effective structures and mobilisation.*

We will unpack the different components of a modern campaign team, given the objectives and strategy of the organisation. What does an efficient campaign structure look like? How do we recruit, train and motivate volunteers for our cause? And how do we engage with voters persuasively and emotively?

### *Campaign mechanics and tools that pack a punch.*

With campaigns, the devil is in the detail. We will delve into the nitty gritty of building effective systems for monitoring progress and impact, digital fundraising, digital communication and social media tactics.

We may also cover additional topics like liberal values, how the brain works on persuasion, effective messaging, face-to-face high-networth fundraising as well as connecting with political experts from across the world.

## METHODOLOGY & FORMAT

The seminar will be held entirely online over the course of 12 days and has been designed to accommodate the realities of life under lockdown or while working from home.

**The seminar will strike a balance between input sessions by experts, practical application of learnings in teams and organisations, and best-practice sharing. It is designed to be highly interactive and collaborative, and will not be a series of online lectures.**

This part-time, online seminar will take place exclusively in English between 22 February and 5 March 2021.

Please take note of the following important details regarding your participation:

- Participants will be expected to join daily in-person contact sessions which may be less, but will not be more than 2 hours and 30 minutes per day.
- Some days will bring the whole group of participants together in plenary sessions, while others will have participants meet in regional groups to accommodate different time zones and work-from-home realities across the world.
- The exact times of the sessions will be confirmed closer to the seminar, however, participants from the Eastern hemisphere can expect to connect in the late afternoon and evening, while those in the Western hemisphere can expect to connect in the morning.
- All other learning will be self-paced, by means of video recordings, podcasts and readings and wont take up more than an additional 60 minutes per day.
- Participants will also have the opportunity to set up 1-on-1 meetings with the facilitators in order to go into more detail on specific campaigning topics of interest.
- The exact schedule of the seminar will be checked with participants ahead of the final confirmation of the times of sessions and will try to make provision for time zone differences as far as possible.
- The seminar will utilise multiple tech platforms, including Zoom, Facebook, Miro, and Discord.

## TARGET GROUP

This seminar is best suited to individuals in liberal or progressive organisations who have:

1. a practical interest in the mechanics and organisation of campaigns, especially as it relates to digital platforms and tools;
2. who have had some experiencing organising campaigns; and
3. who will play a greater role in campaigns going forward.

We encourage organisations to nominate **up to 3 people within their campaign teams** to participate as a group to support the practical implementation of learnings.

We strongly encourage participants with an election campaign in the next 18 months to apply, and to indicate in their application which elements of the campaign they need support with. Similarly, those who have run campaigns in the last 6 months should also mention this in their application.

Typically, participants for this seminar are more senior members of their campaign teams with some level of control of at least one component of a campaign in their home country. Participants are interested in becoming a campaign manager (or have previously managed campaigns) with the ability and determination to implement in their organisations what they have learnt. Given this, participants are ideally not currently working on an intensive campaign with an election day prior to May 2021, as this would impact on their ability to be fully present for this seminar or to implement their learnings.

Lastly, participants should also have a good grasp on English as the seminar will be run exclusively in English, with no option for interpretation.

## FACILITATORS



### Marike Groenewald

Marike Groenewald is the founder of Anew, a leadership consultancy in Cape Town, South Africa. She holds a Master's Degree in Law from Stellenbosch University. Until May 2016 Marike was employed by South Africa's Official Opposition, Democratic Alliance, as Executive Director of Development & Learning. In this role, she developed almost 700 staff and nearly 2000 public representatives, while serving for 8 years as Director of the DA Young Leaders Programme. During her time at the DA, Marike worked mostly in the field of leadership development, but she also brings a rich experience in fundraising, campaigns, branding, innovation and strategic marketing. Marike's professional focus is on leadership development, facilitation, organisational culture and change, innovation, and executive coaching. She is an Ontological Coach and a facilitator of the Thinking Environment. Marike works with start-ups, political parties, NGOs and companies around the world, in places as varied as the Philippines, the United Kingdom, Taiwan, Tanzania, Morocco and Russia. She is part of the facilitation team of the Southern Africa Apolitical Academy for Public Service and often facilitates at the International Academy for Leadership in Germany. In 2015, Marike was selected as one of the Mail & Guardian's 200 young South Africans. She's a fellow of the Westerwelle Foundation's Young Founders Programme and a TEDx speaker.



### Warwick Chapman

Warwick Chapman ran a technology business for a decade but left to follow his desire to bring positive change to South Africa. He dove into South African politics, first getting elected as a city councillor for two terms in Durban, before moving to the Democratic Alliance's Head Office in Cape Town to drive technology strategy for the Party. Warwick was the Deputy National Campaign Manager: Field & Technology for the DA in election 2019 and was their Executive Director: Information for several years. Warwick runs a campaign technology consultancy and is a founding director of a renewable energy company. Warwick has run seminars, training and has consulted to liberal and progressive organisations internationally. He is a regular facilitator at the International Academy of Leadership in Gummersbach, Germany.



### Clinton du Preez

Clinton discovered his passion for developing teams and individuals at the Democratic Alliance (DA), South Africa's Official Opposition. Working in the Party's Development and Learning Department for a couple of years, Clinton designed and implemented development opportunities for public representatives (from local Councillors to Members of Parliament) to staff members of the Party (ranging from Call Centre Agents to Senior Executive Directors).

In 2018 he was appointed the Deputy National Campaign Manager: Training for the Party's 2019 general election campaign. In this role, he was responsible for driving the systematic recruitment and training of over 50 000 party volunteers across the country, and training the Party's top political leaders in debates and media interviews. Clinton is a graduate of the DA Young Leaders Programme and an alumnus and facilitator at the International Academy for Leadership, and is currently based in Cape Town as an associate at Anew, an organisational and people development consultancy.

## THE FOUNDATION



We, the Friedrich Naumann Foundation for Freedom, promote individual liberty, free and open societies and free markets in Germany and throughout the world. To us freedom is the guiding principle in policy making. We believe that free and open societies are the only societies that allow human beings to decide for themselves what is best, to develop their full potential and to pursue their dreams. This is what we mean when we claim to value human dignity. And it is freedom that produces prosperity. Together with our counterparts – who all share a similar set of values – we support initiatives in Germany and abroad that serve to enhance respect for the rule of law, private property and human rights, that foster tolerance and that strengthen economic freedom rights and democracy.

The programmes of the Foundation's International Academy for Leadership (IAF) form an integral part of our international work and offer Liberals from all parts of the world opportunities to engage in dialogue, an exchange of ideas, networking and mutual cooperation. We aim to inspire.

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Venue: Online

Language: English

Registration: 22 January 2021

Registration fee: 0,00 €



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