



2020 Campaigner Fellowship

Guide to Campaign Pitch Exercise

How to Create a Campaign Pitch

amandla.mobi runs campaigns to build a more just and people powered Mzansi. Our approach to campaigns is very specific. We don't do 'awareness campaigns' which try to make people more aware of an issue and we also don't run campaigns to convince people to change their behaviour.

There is a role for these types of campaigns, but the way amandla.mobi approaches campaigns is to amplify the collective power of Black women and gender non-conforming people, from low-income backgrounds and challenge those in power to make changes to policies, processes, decisions, budgets, regulations and laws, which will make a real difference in people's lives.

In the online application, Section 6 involves you pitching a possible campaign for amandla.mobi to support. This exercise is designed to test your ability to identify opportunities, decision makers and demands and write in a conversational style.

Below we break down the steps we go through when designing and pitching a campaign. Carefully go through the below document to assist you with completing the online application form.



DESIGNING A CAMPAIGN

1. Campaign issue

Choose an issue that impacts Black women and gender non-conforming people from low-income backgrounds in your community. The issue should be specific and one that people care about. Speak to people and read reliable news to help you identify a campaign issue.

Example: Stop virginity testing for bursaries in UThukela



5. Powerful call to action and different tactics



- Even if someone cares about the issue you are campaigning for, your campaign must have a clear strategy that explains how joining your campaign could result in change.
- So, instead of saying "Act now, sign the campaign to bring down patriarchy, say no to taxes on sanitary pads" your campaign should rather explain how everything fits together.
- For example: "This week Treasury finally admitted the VAT hike will hurt the poor. They are feeling the pressure and have set up an expert panel to consider removing VAT on essential items. This is our chance to finally get the tax on sanitary pads removed. But we have to act fast, public submissions to the expert panel close in 48 hours. If enough of us come together we can make sure the majority of submissions demand sanitary pads are VAT free. The panel and Treasury will then have no choice but to end the tax on our periods.
- Use different tactics to influence the decision maker by building public pressure,



2. Decision maker



Find who your campaigns decision maker is. Ask yourself, which person has the power to change policies, processes, budgets or laws to address your issue?

Do some research to make sure you are targeting the right decision maker. The decision maker could be the manager at your local Shoprite, the station commander at your local police station, the City Manager who works under the Mayor, or the Gauteng MEC for Human Settlements.



3. Your campaign demands



What do you want the decision maker to do to address the issue you are campaigning on?

- Be very specific about what you want them to do and by when.
- Do some research to understand if there is a process that the decision maker has to follow before they can act. For example, if you want to campaign for a new clinic to be built, your campaign would have to be run before the decision maker has finalised the budget. Also research to see if there are already suggestions by experts on how to address the issue and see if you could use that when finalising your campaign demands.
- Your campaign demand should not be too broad, for example, 'End police brutality in South Africa'. It should be more specific, such as 'Investigate PMB police brutality and torture allegations'
- How will your campaign get this decision maker's attention?
- Focus on a demand which is realistic and winnable, and is a step in the right direction towards justice. So, instead of a campaign that gives government one week to compensate widows and families of those killed at Marikana, your first step is to change how people think about Marikana by campaigning for the SABC to screen a Marikana documentary which builds public support you can then mobilise.

4. Why now?



- If you launch a campaign to end corruption, it will get little support even though everyone is against corruption. But if something has happened, such as a scandal, and there is clear evidence of wrong doing, the media coverage and public awareness could be used to mobilise people behind your campaign. For example, Auditing firm KPMG is in the news after withdrawing their report into the so-called 'rogue unit' of SARS [1]. The allegations made in the report led to the removal of senior SARS investigators who were investigating money laundering and tax evasion. How can a student at Wits do something about this? They can help to hold companies like KPMG to account by calling for Wits University to fire KPMG as their auditor.

Let's go into more detail for each of these campaign design steps. We will provide tips and questions to ask yourself to help think through each step, as well as examples.

1) Identifying your campaign issue

Is the issue you want to campaign on an issue of social justice, environmental sustainability, democratic accountability or economic justice?

Is the issue one that directly affects low-income Black women and gender non-conforming people (for example, cost of sanitary pads) or an issue that indirectly affects low-income Black women and gender non-conforming people, for which you can make a case for why the issue is important? For example, British American Tobacco has been accused by SARS of not paying tax. Less tax means less money for service delivery which hits low-income Black women and gender non-conforming people first and hardest because we rely on service delivery more than others.

Is the issue one where people coming together to take some kind of action/s can play a critical role in making a difference in what the final outcome is? Often we see cases of gender-based violence and rape in the media, and that the person accused of the crime may be granted bail. We might want to campaign and protest to stop bail being granted, but a Judge generally can't be influenced by the general public - they have to follow the law. So in this case a campaign which tries to build public pressure to stop bail being granted would not work.

It is an issue that people care about and are impacted by, where our running a campaign will be of service to them? For example, reducing the cost of data means more access to information and more money at the end of the month, rather than a campaign to save rhinos.

The issue must be values aligned (fits with amandla.mobi's values) and intersectional. Reintroducing the death penalty is not a values aligned issue to campaign on. Campaigning on the issue of racism whilst making misogynistic comments is not intersectional.

It is also important to note that amandla.mobi is not connected to any political party. We are independent and non-partisan. This means we don't approve campaigns that promote a particular political party or politician. We focus on policies, budgets and decisions made by decision makers that impact our members.

2) Find the right decision maker

Your campaign must have a clear decision maker, someone who has the power and mandate to address the issue by implementing your campaign demand. For example, this means you should not select 'All men' as the decision maker in a campaign on gender-based violence. It's impossible to deliver your campaign demands to 'all men'. Rather, one way to address the issue is to campaign for better training for police to handle gender-based violence or changes to school curriculum to address rape culture. These are campaigns that create systemic change by focusing on a decision maker such as the Police Commissioner or targeting the right person in the Department of Basic Education who is in charge of curriculum changes, or even the Parliamentary Portfolio Committee which oversees education.

Your decision maker should also not be too broad, i.e 'government' or 'All companies'. You should also consider that it's best for your campaign to start off small. For example, instead of your campaign targeting the President, or all mining companies, make your campaign more specific. For example, if you want to

address the lack of public toilets in your area, maybe target your Municipality's Mayor, or even the Councillor who oversees Housing and Human Settlement Development. Or, if your campaign was targeting mining companies for unsafe working conditions, maybe start with targeting one specific mining company. If you succeed you can campaign against the others.

Also remember, your campaign needs to get the attention of the decision maker. It's hard to get the attention of the President, so focus on other decision makers. You may also want to campaign against say an apartheid denialist like Steve Hofmeyr. But Hofmeyr won't change his views. What gives him power however is the microphone he uses at concerts and festivals to spout white supremacy. Steve Hofmeyr only has that power because companies like Pick n Pay sponsor these events. These companies spend millions to make themselves look good. By targeting Pick n Pay to drop their sponsorship, you can begin to chip away at the foundations.

3) Think through your campaign demands

Your campaign demands should be clear and you must balance a demand that the decision maker can easily implement (low hanging fruit/winnable) with the impact the campaign demand will have. People usually don't join campaigns if they think the campaign is unrealistic or does not have a clear demand to change policy, processes, budgets, laws or decisions.

Example of vague and unrealistic campaign demands:

A campaign telling the Minister of Health to improve our nation's health.

Example of a campaign with specific and realistic demands based on the lived experience of Black people and research by experts:

Targeting the MEC of Health in the Gauteng to commit to changing the Department's HR policy and to stop outsourcing Community Health Workers and instead make them permanent employees. We also call on the MEC to motivate Treasury to double the Department's budget to hire twice as many Community Health Workers to work in rural areas because it takes longer to travel between communities compared to urban areas. Research by the Rural Health Advocacy Project report makes this recommendation [1].

[1] http://rhap.org.za/wp-content/uploads/2019/01/Rural-Health-report_PRINT-2.pdf

It's also important that the campaign demands are values aligned. You can't address an issue such as substance abuse among young people by running a campaign to demand that the Mayor of Johannesburg ban Nigerians from living in an area. This is xenophobic.

4) Make a case for why people should join your campaign now

Media coverage and public debate are constantly shifting. Your campaign needs to have a powerful message that captures the public imagination.

Timing is also important when it comes to influencing decision makers. It's hard to demand an increase in the Corporate Income Tax after the 1st of April as the taxes for the year ahead are already set. It may also not be strategic to launch a campaign demanding more compensation from a gold mining company

for workers who are dying from silicosis, if that mining company has just had an Annual General Meeting and shareholders voted against compensation.

Sometimes we can also change the public debate by engaging with the media and starting a debate on an issue we care about.

5) Create a powerful call to action

People are unlikely to sign a campaign titled '1 million signatures against corruption' because it is not clear how these signatures will get the attention of and influence a decision maker.

However, let's say ICASA is holding public hearings on possible regulations to stop data expiring and airtime being chowed, many people may not be able to afford transport to the hearings in Sandton, or they might be working. Instead of asking people to attend the hearings, you could ask people to send their verbal submission via WhatsApp voice note to a number and play these submissions on a speaker at the public hearings.

When you think about your campaign's call to action, it's important that you think long and hard about the nature of 'power'. Consider why the decision maker has power, and how people coming together in numbers to take action through your campaign can build their collective power in a way that can get the decision maker's attention and create enough public pressure where they have to agree to your campaign demands.

Another way to think about a call to action is to think through how signatures, messages, protests etc. could have the most impact. If you feel that signing your campaign or going to a protest isn't going to have an impact, others won't either. Take for example our campaign for the political party funding bill, here's how we make the case for others to take action:

For the first time ever political parties will have to disclose who funds them, after the political party funding bill was signed into law [1]. This is a historic victory for transparency and we now can limit the influence of private interests on politics parties, particularly those in government. But our work is not yet done. The delayed signing of the bill means political parties won't have to tell us who funds them until after the 2019 elections.

We have an opportunity now to put pressure on political parties to tell us who funds them before Mzansi goes to the polls on 8th May 2019. If enough of us demand that political parties tell us where they get their money from, they may have no choice but to come clean. [Tweet at the parties asking them to tell us where they get their money from.](#) If you aren't on twitter you can call each of the parties below:

The ANC Number is: 011 376 1000

The DA Number is: 010 593 3020

The EFF Number is: 083 661 7736

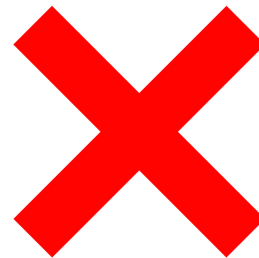
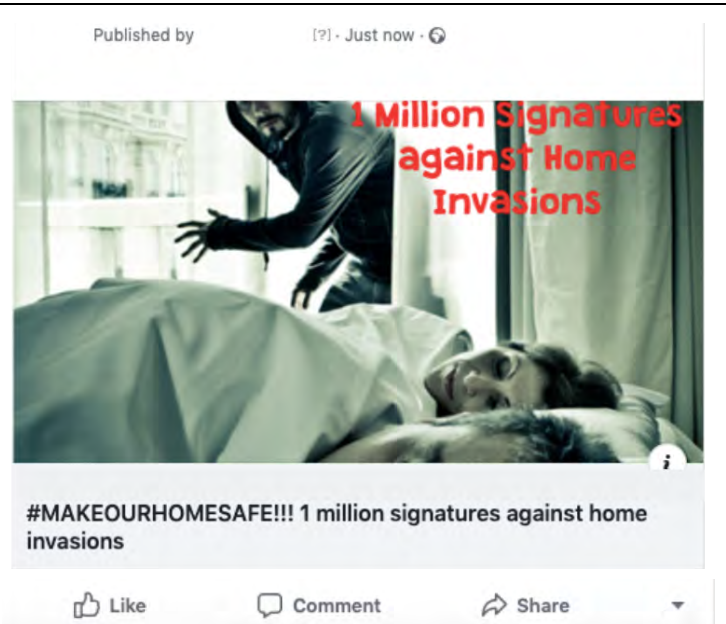
Now that you have gone through the process of designing your campaign, the next step is to turn all that thinking you've done into a campaign you will include in your online application.

Completing the Campaign Pitch Exercise in the Online Application

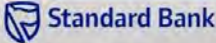

This section of the application guide will help walk you through the steps of taking your campaign research and writing it out in the format of a campaign page. There are four parts to your Campaign Pitch. *Please note that the below examples of bad campaign titles and demands are not real campaigns.*

1) Campaign Title

Your campaign title is the first thing people see. Make sure it's short, specific and to the point. Below are some examples of good and bad campaign titles



Stop Standard Bank funding air pollution and making us sick

Add your name to the campaign


AMANDLA.MOBI

Stop Standard Bank funding air pollution and making us sick

To: People of South Africa

Lets hold hands and donate an apple to a hungry child

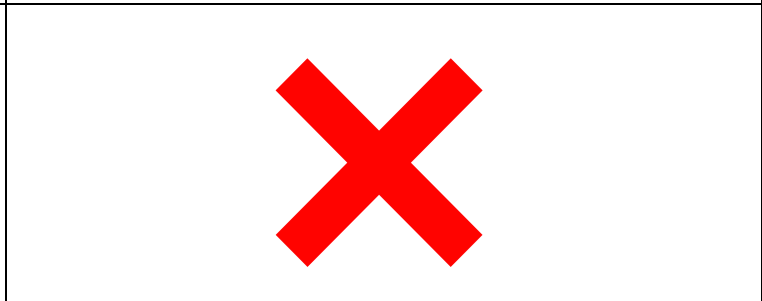
Campaign created by
Becky



Donate an apple to a hungry child

Why is this important?

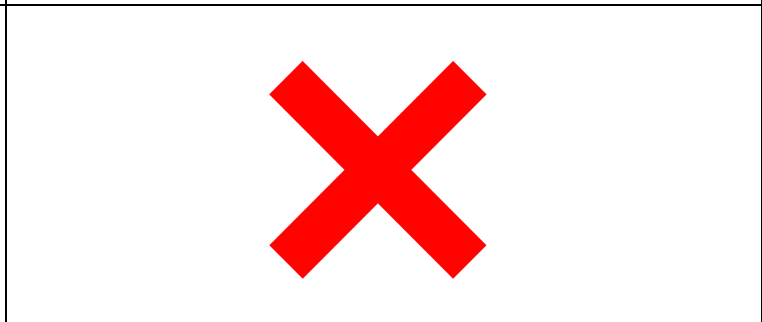
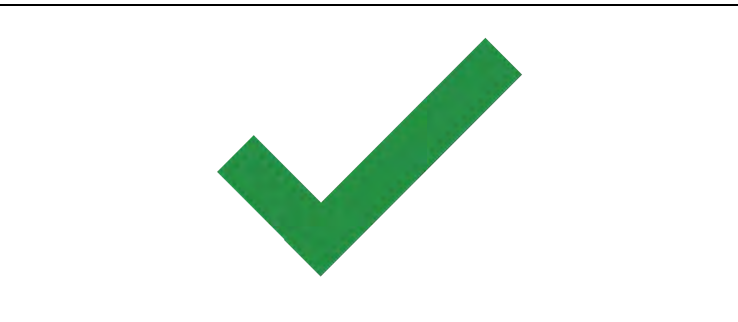
People are suffering and we must help the voiceless




AWETHU.AMANDLA.MOBI

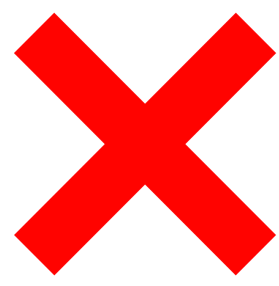
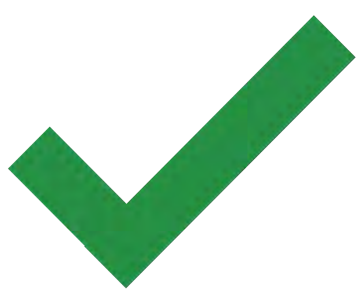
Tell our political parties, if they want our vote, we the people must be able to fire them

#VoetsekTsotsi





Ensure greater integration of vertical and horizontal health systems, tell the DDG to amend sub-regulation (2)(a)



2) Name of decision maker, their title and organisation

Once you have done your research and identified the right decision maker, list their name, title and department / business / institution they work for.

3) What you want the decision maker to do? (Campaign demands)

Briefly outline your campaign demands. You do not want to write a small essay explaining the problem (leave that for the *Why is this important?* section), you want one or two sentence mentioning the issue to the decision maker. The rest should be clear demands in bullet points. See examples below.

To: The DTI, The Dept of Small Business Development, Centurion Lake Hotel, Kim Du Preez who is the seminar coordinator, The Law Society of South Africa

Stop the "Fronting Seminar"

 Campaign created by Amandla.mobi Member

- a) The DTI and Small Business Development must stop this seminar from happening.
- b) Seminar sponsors Innoven Consulting and Axidex must be investigated.
- c) Centurion Lake Hotel should not host this seminar.
- d) Kim Du Preez must cancel this seminar.

Why is this important?

- 1. Fronting is criminal conduct.
- 2. A general lack of transformation in South Africa's private sector is one of the stumbling blocks in SA.
- 3. This seminar seeks to defeat the intended outcomes of transformation laws.
- 4. This seminar seeks to teach white people how to get away with fronting.

The Green Shift: Ask companies to stop using palm oil

Campaign created by



Companies are spending huge amounts of money to create palm oil plantations. We need them to get all their money out deforestation and into alternatives that don't destruct our environment.

This would have a huge financial impact and set a gold standard that other companies would then aspire to.

Join the global campaign

The Green Shifts Global's vision is for all people to have access to food that doesn't cause deforestation. We want a world without supply chains that destroy our planet.

Huge amounts of forest is being bulldozed to plant palm trees, this is destroying the natural habitat of animals like orangutans. We need your help.

Some companies agree that destroying forests is bad. Their mission is to be an ethical company. However, it still supports a lot of projects that destroy our environment.

Companies must put their money where their mouth is.

We are calling for much greater transparency about the impact on forests.

Why is this important?

Because forests



4) Why is this issue important?

This is where you explain why you care about the issue, why other people should care too, an analysis of why it matters right now and an explanation of how this campaign will get people to take back their power that has been undermined by various dominant groups in our society. Ensure you include at least three fact-based references from newspapers and other legitimate sources.

In this section it's important to make the case for why other people should join your campaign. Describe the problem, why it matters and what you want people to do. If you have a personal story of how you, or someone you knows has been impacted, include this here as well as links to reliable news articles, reports etc.

Here's another example of a good campaign:

To: Minister of Labour- Mildred Oliphant

Minister of Labour wants to change the law so domestic workers can get compensation - support this



Campaign created by
Clio Koopman



To Minister of labour, Mildred Oliphant, we call on you to recognise domestic worker's rights by including domestic workers in the Compensation for Occupational Injuries and Diseases Act.

It is an injustice that domestic workers are not covered by this Act, taking into account the important, yet hazardous, work they do. We call on you to recognise domestic work as important, formal work. It is time to end the oppression of Black womxn, by giving Black womxn the same dignity as many other workers who are covered by this Act. By including domestic workers in this Act, you will send a message that domestic work is recognised, and domestic workers will be protected by law. It is important that our political leaders recognise domestic work, so that employers and society will follow suite.

Why is this important?

Domestic workers are denied compensation for injuries because they are excluded from the Compensation for Occupational Injuries and Diseases Act (COIDA). But an amendment to the law has been proposed. But we only have 7 days before public submissions close, and we need to come together in numbers to ensure the law is changed.

Maria Mahlangu, a domestic worker drowned in 2012. Her family was offered only R2500 compensation. Johanna Motha was bitten by her employer's dog and set home without medical treatment. She ended up dying as a result of her injuries. These are just two of the countless incidences of injury and illness domestic workers have faced on the job.

SADSAWU(South African Domestic Service and Allied Workers Union) brought an application against the Minister of Labour and the Compensation Commissioner for domestic workers to claim compensation in terms of the Compensation for Injuries and Diseases Act 130 of 1993(COIDA), in response to the poor compensation Mahlangu's family was offered. The case has been pending since 2015. The case has recently been postponed, after being set for the 15th of October. This case is an example of the consequences of domestic worker's exclusion in this Act. We call on you to recognize this case, as well as the rights of domestic workers.

The reality is that domestic work opens itself up to abuse. This abuse is targeted at Black working class womxn, who work behind closed doors and make up the largest percentage of domestic workers. Issues like health are always linked to racism and classism. Domestic workers are not seen as equals to their employer and are treated with contempt and disrespect. In the past domestic work, was not regulated by government, because they were not part of key labour legislation. Their work, was therefore seen as casual and informal, and little respect was paid to the work they do. This attitude of disregard towards domestic workers, is still seen in the way employers treat domestic workers.

We are not paying enough attention to the health of domestic workers. Even though domestic work is included in the Occupational Health and Safety Act, they are still not a part of the Compensation for Occupational Injuries and Diseases Act [1]. This means domestic workers cannot seek medical compensation for costs linked to work related injuries and diseases. Domestic workers have to cover their own medical expenses when injured on the job. This is often times impossible- due to the small sum of money they are paid. Domestic workers should be paid R1787.80 a month [2], this is hardly enough to cover basic living expenses and transport to work.

[1] "The 2018 minimum wages for nannies and domestic workers." Nic Anderson. 13 December 2017 for Parent24

[2]"Bill on labour brokers gets green light"Nov 12 2013 Sapa. Fin24

Here's another example of a good campaign:

To: Minister of Public Enterprises Pravin Gordhan

Tell Pravin Gordhan to stop sale of Denel to Saudi Arabia



Dear Minister of Public Enterprises Pravin Gordhan,

South African weapons are being used by Saudi Arabia to bomb fishing villages and kill thousands of Yemeni people. We call on you to stand by the commitments to stand against human rights abuses, made by the Defense and International Relations Ministers, and obey the law and Conventional Arms Control Act by using your power to stop the sale of Denel to Saudi Arabia and any other Middle-Eastern country.

Why is this important?

Update Minister of Public Enterprises Pravin Gordhan has stopped the sale of Denel to the Saudis. [13]

The people of Yemen are experiencing a horrific war and South Africa is profiting from selling weapons to countries like Saudi Arabia and Iran. This is escalating the conflict.

Saudi Arabia is pressuring South Africa's government into selling the state owned weapons manufacturer Denel by using its financial crisis and telling the media they are interested in the sale

[1]. Many Denel employees and board members are against the sale. "SAMI can come and sit with us for discussions but can't bully their way into Denel. There is an impression created that Denel is for sale, but that is not the truth; there is no way we can sell our national asset. The board must be properly informed if there is any transaction that is proposed." - a source tells the Mail and Guardian. [2]

If this purchase goes ahead, the Saudi government would have greater access to South African weapons.

Saudi Arabia and the UAE need foreign arms to continue their war against the Houthi rebels in Yemen and are South Africa's largest buyers of weapons and military technology. [3] From Seeker 2 drones [4], to mortar shells used to bomb fish markets, killing 26 civilians and wounding 50 [5], to G6 howitzer artillery on the battlefield [6], Denel weapons have been used by the Saudi led coalition indiscriminately.

Foreign Aid groups, like Doctors Without Borders, involved in relief efforts in the region have also been targets of the Saudi-led coalition with multiple air-strikes on their hospitals and medical facilities. [7]

The war in Yemen is destroying the country and has thrown 13 million people into famine, the world's worst famine in 100 years [8]. A further 10 000 have died and 200 000 displaced and turned into refugees [9], with the UN saying these may be conservative estimates.

There is no doubt this war is a humanitarian* crisis and is being escalated by the South African government with South African weapons.

The International Relations and Cooperations Minister Lindiwe Sisulu promised, "[South Africa] does not sell arms to any country that we have been advised by our officials within the security and international relations environment is violating human rights,"[10]. International organizations like the UN [11] and Amnesty international [12] have raised concerns about the human rights abuses in Yemen. But despite this and Cabinet's commitments, the Denel board are considering selling part of Denel to the Saudi-led coalition anyway. South Africa selling weapons to Saudi Arabia and the UAE is also breaking the Conventional Arms Control Act, which prevents the exporting of weapons to governments with a record of human rights abuses.

The South African government has shown they'd like to sell the financially struggling Denel. If Saudi Arabia are allowed to purchase Denel, even more South African weapons could be used to kill and displace the Yemeni people. But, we can change this.

We must hold our leaders accountable for breaking their promises and breaking South African law. Pravin Gordhan must use his power as Public Enterprises Minister and management responsibility over Denel to stop the sale of the company to any Middle-Eastern country.

If it wasn't for staff and board members speaking out, the company may have been sold already. If enough of us come together, we can shine a spotlight on the Denel sale and selling of weapons. We can expose our government for breaking its own promises by profiting from human rights abuse. We have to act quickly, lives are lost every day in Yemen and Saudi Arabia is using the financial situation at Denel to quickly push this deal through.

References

- [1] Saudi Arabia in talks over equity stake in Denel, Reuters October 2018
- [2] Denel lands deep in Gulf crisis, Matuma Letsoalo, Thanduxolo Jika, Sabelo Skiti, Khadija Patel for Mail & Guardian October 2018
- [3] South Africa must end illegal arms sales, Zeenat Adam for IOL October 2018
- [4] Seeker II UAV shot down in Yemen, defenceWeb July 2015
- [5] Saudi-led coalition says Houthi behind killing of civilians in Hodeidah, Yemen, Marwa Rashad, Aziz El Yakoubi and Ali Abdelaty for Reuters August 2018
- [6] <https://mideast.liveuamap.com/en/2015/4-august-uae-denel-g6-selfpropelled-howitzer-in-yemen->
- [7] Doctors Without Borders hospital hit by rocket in Yemen, Al Jazeera January 2016
- [8] Yemen on brink of 'world's worst famine in 100 years' if war continues, Hannah Summers for The Guardian October 2018
- [9] Yemen close to famine after port offensive, aid groups warn, Thomas Reuters Foundation July 2018
- [10] South Africa must end illegal arms sales, Zeenat Adam for IOL October 2018
- [11] Yemen: An "entirely man-made catastrophe" – UN human rights report urges international investigation, United Nations Human Rights September 2017
- [12] Yemen 2017/2018, Amnesty International
- [13] <https://www.fin24.com/Companies/Industrial/gordhan-denies-plans-to-sell-denel-stake-to-saudi-arabia-20190121>

*A more progressive spelling of 'human' to show that womxn, trans and queer people are not the extensions of men and are their own people.

Here are some more tips to help you with your campaign pitch:

- Make sure your writing is short, sharp and simple. Imagine you are explaining the campaign to a friend or family member. Avoid technical, academic or vague language.
- Don't spend too much time explaining the issue. People tend to over explain why people should care about a particular problem. People join campaigns because they want to address an injustice, but also because they can see there is an opportunity to really make a difference.

Examples of campaigns that don't follow the above guidelines

To: Mayor

Need Mayor's name and name of municipality IF it's the Mayor who has the mandate to address the issue. It could actually be the provincial Department of Health.

Encourage young girls to stop drinking especially when they are pregnant

This is a very long campaign title and is more of a statement than a call to action. It's also not clear how *encouraging* will stop drinking while pregnant.



This photo does not reflect our core constituency and there is no photo credit.

The numbering format of the below text does not flow. There should also be no words that are all in capitals.

This sentence is very unclear and Introduction and Drinking is merged together

- 1.INTRODUCTIODrinking is a so common. It is widely used by many young and poor people in predominantly black township.
- 2 BACKGROUNDWhile I was going around the area I am living at I have noticed young women drinking while they are pregnant. And according to my source who doesn't want to be mentioned she told me that she was introduced to drinking by his boyfriend and when they are both drunk they see themselves owning this planet and she wanted to proof to the boyfriend that she loves him.
3. Problem statementDespite the common use of drinking in many communities there is a death of formal studies on the experience and views of its users. This young girls don't know the consequences of drinking while they are pregnant and what need to be done to support this young woman who wish to quit drinking use.
- 4.purpose of the campaignThe purpose of the campaign is to describe the experience of young women who drinking while pregnant in the area that I am living in and other townships.

A successful campaign clearly outlines how the campaign demand can make a real difference, and that the collective power of people joining the campaign can force the decision maker to act. The text above does not explain how signatures will convince the decision maker to act. It's also not clear how describing the experiences of young women will address the issue. The campaign also has no references to news articles or research.

Although this campaign would not be approved, this section here, which talks from a personal perspective, is important. You can also speak to people in a community, or quote a community member to explain the issue instead of just relying on statistics.

To Government KARATE LESSONS

Not specific. Government has many departments and there is national, provincial and local government.

This campaign title is vague and it's all upper case. There is no call to action like 'Demand free karate lessons in Alexandra'

This photo is owned by alamy stock photos and can't be used. It has watermarks (light grey words and icons over the image). The photo also was not taken in South Africa. It should be ideally a South African image from an online news article where you credit the photographer and/or source.

The word 'Enable' is not conversational language. A more conversational sentence would be 'If Black women could go to free karate lessons...'



Creating free karate schools for everyone which will enable a great number of black women to have access to tools to stop rapist strangers. Free schools must be set up on townships and allow the voiceless to Graduate to third brown belt (1st Kyu). By doing this government will end gender based violence and rape of South African citizens.

This g should not be capitalised

Many people won't know what third brown belt and 1st Kyu is. Try avoid jargon, and if you need to use words some people may not be familiar with, explain them.

This campaign does have a specific demand to address gender-based violence (GBV). However, it does not engage with the process of how the campaign would ensure this demand is achieved. A good campaign would look at the processes. For example, which government department should be focused on, how would they allocate the budget, would this be done nationally, or would it be better to focus on a municipal level? By when would the campaign want the demand implemented? Does this demand fit in with what current experts on GBV think is a good strategy? The campaign also has no references to news articles or research.

The major problem with this campaign is that even though it focuses on a major issue (gender-based violence), focuses on Black women and has a specific demand, **there are a lot of incorrect assumptions that the campaign is based on.** A high percentage of sexual assaults are committed by perpetrators the survivor knows. So it's not just strangers. Secondly, Karate, or self-defence classes will not end gender-based violence. It is a complex issue that needs a lot of strategies, but the writing here suggests it will solve GBV completely. There is also debate about self defence classes being effective. For those with disabilities, self defence may not be an option. Also given the easy access to guns in South Africa, self defence may not work against an armed perpetrator.