

# Green Book of CHANGE



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## Oxfam 101

### What is Oxfam?

Oxfam is a vibrant global movement of dedicated people fighting poverty. Oxfam believes that ending global poverty begins with ensuring women's rights. Oxfam supports community partners, women and men, in poor countries around the world in their struggle to secure their basic human rights. Oxfam also campaigns for just policies to ensure lasting change.

### What is Oxfam trying to achieve?

Oxfam is trying to achieve sustainable and fair change in under-developed and under-privileged communities. Our main aim is to help people to access their basic human rights by working with them to address the economic and political factors which cause injustice and poverty.

### Where does Oxfam Canada work?

Geographically, Oxfam Canada focuses its development programs in Central America and the Car-

ibbean, the Horn of Africa, Southern Africa, and most recently Sri Lanka, while engaging in campaigning, policy dialogue and fundraising in Canada and responding to emergencies around the world, both directly through partners and through Oxfam International.



### Why does Oxfam work with young people?

Oxfam believes that young people can make a big difference. While young people can be most highly affected by poverty and injustice, they are also the future leaders of a society and Oxfam believes that youth can create global change through active citizenship. The vision of the CHANGE Initiative is

youth building a peaceful, equitable and sustainable world.

### What is Oxfam Canada's vision?

Oxfam Canada believes that people working together can create a fair world, free of poverty and injustice. A fair world respects the basic rights of all human beings to:

- earn a decent living to support themselves and their families
- receive basic education and health care
- get help in life-threatening disasters and in reconstructing their livelihoods
- speak out for their rights to be treated as equal

### Where are the Oxfam Canada office located in Canada?

Oxfam Canada has a regional structure, supported by 5 Regional Steering Committees and regional offices: Newfoundland and Labrador (St John's), Maritimes (Halifax), Ontario (Toronto), Prairies (Saskatoon), and British Columbia (Vancouver). Oxfam Canada's national office is located in Ottawa and its National Fundraising Office in Toronto. If you have any other questions, please feel to contact our office: [membership@oxfam.ca](mailto:membership@oxfam.ca)

## How to get your group started

You've survived frosh week, are settled into your first week of school, and are now ready to get your group started. Here are some ideas on how to get things going.

Get the word out. In order for people to attend your first meeting, they are going to have to know about it. Many of our volunteers tell us that the easiest method of advertising (and most time-tested) is word of mouth. Tell all your friends; get them to tell their friends, etc.

Create a short pamphlet or flyer.

- Include the name of your club, and the date, time, and location of the first meeting
- A quick description of Oxfam Canada's work.
- Make sure the pamphlet is no more than ½ a page in size and easy to photocopy.

Use your imagination. You know your school better than we do. Where are the announcement boards? Are you allowed to use sidewalk chalk to

advertise in front of your school? Can you talk about Oxfam Canada in your classes? There are plenty of ways to get the word out that an Oxfam Canada group has started at your school.

Once you've got the word out, it's time to get ready for your first meeting!

(Adapted from Amnesty International)

## How to organize your group

It happens to us all. You're looking at the massive sign-up list from an information table or perhaps your first general information meeting, and you're wondering: will they all show up again? And if they do, that's wonderful but also a little scary. How will they all be involved?

### Core Group



Typically the core group is made up of the key organizers and "enthusiasts" (who may have been involved with the group in previous years) and may be comprised of anywhere from 2-7 people.

For one reason or another, the core people have the time, energy and inspiration to be the "engine" behind the group. While they may not generate all the ideas or do all the work -- and should not be the exclusive decision-makers -- they often take primary responsibility for planning and carrying out the major activities of the group, including organizing group meetings (schedule, place, agenda, and so on).

Roles among the core group members often include people responsible for money matters, being the liaison with other clubs or community groups, organizing meetings, and keeping minutes and other records. Short-term coordinating roles are established for special events and/or campaigns.

If possible, try to avoid titles like "president" which are associated mostly with status. Use terms which describe the actual tasks and responsibilities. Not only is the clarity helpful, but it makes leadership roles seem less intimidating and can help boost the size of your core group.

### General Members



This crowd attends meetings, participates in general discussions including brainstorming ideas for actions, writes letters, helps carry out projects, and so on. Some general members may be interested in joining the "core group" at a later stage and being more involved, while others are quite comfortable in this niche.

### Supporters & Sympathizers

There may be a lot of people who initially indicate interest, but find that they can't get involved after all due to other commitments or simply can't make it to meetings due to scheduling problems.

You usually can count on this crowd to support your work by dropping by information tables and special events, signing petitions & action cards and dropping coins in a donation jar. Sometimes a supporter or sympathizer can get more involved in a special role to support one of your activities.

For example, drama club members might help out with street theatre during a march or demonstration...or even to liven up a school assembly. Another person might be interested in helping set up or maintain a website or e-group.

### Setting up an executive or coordinating body

Inevitably, it is necessary for a group to be able to say who is responsible for what. These roles should come out of the work the group does.

Look at the real needs of the group. Set aside the terms other groups may use (like "executive," "president" and secretary"), and discuss what your group really needs.

For example: Do you need someone to run meetings? Take notes? Manage publicity? Look after materials? Keep track of the money? Keep in touch with the student government? The list can get pretty long, so try to focus on what is really important for your group.

Once you figured out what your group needs, think about how much time is involved for each area. Does the work have to be done by different people or can some tasks be combined? Choose simple names for jobs that actually describe the work such as "publicity coordinator". It may not be zippy but at least there won't be misunderstandings. This kind of approach will be helpful for people who join your group later in the year.

If the roles are clear it will not only give the impression of good organization, but the group will also seem less like a "clique".

It may take some experimenting with different types of posts until you find a mix that works well for you.



### President for life?

Before you race into an election (or plead for volunteers), there is one more thing to consider: should these posts be permanent, rotated, or temporary? Some groups find that rotating posts is a good way for everyone in the group to develop their skills and get a chance to share the work. Some groups are in danger of having most of their executive members graduating in the same year. Therefore, it is a good idea to give a newer/younger member a chance to run a project or be part of the executive section of the group -- it will ensure that the group continues next year.

### Check your progress

If you find yourself having a difficult time filling the posts you've created, step back and see if perhaps the group has set goals it just can't handle. Many youth groups sign up for everything and often find they are overwhelmed. It's hard to say "no" when you really care about an issue such as human rights, but it's better to scale down your activities than watch everyone get fed up and burn out!

# The Ups and Downs of a group: Things to watch out for

## Burn out



People often leave because they are asked to do too much too fast.

Others take on too much because they don't trust others to carry out what they've committed to, or because they resist setting and sticking to priorities.

Try to make sure that "reality checks" on workload are really for everyone in the group, and that meetings are a safe place to discuss workload.

Ultimately guilt is not the best motivation. Make sure people get a real chance to carry out their work before letting someone else take over -- including yourself!

## Chill Out



This is even more important than "burn out": more people leave groups because there was no opportunity -- or no invitation -- to contribute.

If someone is very new to Oxfam or to being part of a group, they may not simply "jump in", especially if they perceive the leaders of the group be too very active or in control of everything. The person who is "just sitting there" may very well be hoping that someone will ask them to help out.

When in doubt, invite people to pair up to do various tasks -- it's a lot less intimidating than being asked to do something all on your own.

## Blocked Out



Many groups are started by a few close-knit friends and it's easy to carry all the behaviors of that closeness into a group meeting. Similarly, members who have been around for a year or two tend to sit together, make side comments to each other, and so on. That can be a tough scene to break into if you are new in the room!

Try basic things such as saying the names of new people when talking with them during a meeting, making sure all the "experienced people" aren't all in the same corner of the room, and using facilitation techniques that give everyone an opportunity to contribute: for example, a "go-around" in which everyone has a chance to say only one word or idea (as opposed to long and enthusiastic lists from the first few speakers, which leaves everyone else with little space to say anything!).

## Same Old, Same Old



Settling into a routine can be comfortable and reassuring, but it can also become boring ... and that rarely benefits a group that is trying to grow.

Build in some variety, including rotating the chairing of meetings. And, even though Oxfam Canada deals with serious subject matter, that doesn't mean fun and creativity can't be part of how you approach your human rights campaigning.

## How to hold your first meeting

### Do

- Be organized. Know what needs to be said and who's going to say it. Try to anticipate different questions people might have and what topics might need to be discussed. People will appreciate that you're using their time effectively.
- Prepare an agenda. Agendas can help set goals and objectives for the meeting as well as establish time lines to get work done. Feel free to e-mail the agenda to all members and make sure you have copies available during the meeting.
- Personally welcome new people
- Actively listen to others.
- Keep it short. The longer the meeting runs, the less interested people become. Make sure you have access to a watch or clock and don't be afraid to keep the meeting moving along.
- Send round a sign-in sheet with sections for name, contact info, and interests so that you know a little bit about your group and can contact them if you need to.
- Take minutes of the meeting and send them out to everyone as soon as possible, preferably within 2 days.
- Set the next meeting time. This way all of your members are aware of when to meet again.
- Harness the power of food. If possible, have snacks available after or during the meeting.



### Avoid

- Dominating the discussion
- Bringing up tangents or issues/items not relevant to the current topic of discussion
- Dwelling on past problems
- Insisting that people support your ideas
  - -Using acronyms or heavily technical or legalistic language
  - Assuming that everyone is familiar with certain historical events or background info
  - Be dismissive of questions even if they are basic

(Adapted from Amnesty International)

# How to plan your year

A certain level of organization at the very beginning is helpful in order to attract new people to your group. They need to know what they are getting involved in! But if everything is already planned and slotted into a timetable and all people need to do is sign up for tasks, well ... that can make it hard for people to see how their energy and ideas can really contribute to a group or campaign.

Don't get stuck "doing what you know how to do" – your group can seriously lose out by not being receptive to the wider pool of ideas, talents and perspectives held by your members. Use this guide to help you plan a basic framework for events and actions throughout the school year, and keep the calendar handy as a reference throughout the year.

## Start with your Basic Framework

Take a look at what worked well and what was a bust last year (or in other groups you've been involved in). Pick a couple of key activities you'd like to do over the coming year – World Food Day, International Women's Day, etc.– and advertise this at your first meeting.

## Take a look at the current campaigns Oxfam Canada is running

This is currently the For All campaign and our website and newsletter (and various other outlets) give an outline of what major actions will be happening throughout the year as well as materials that will be available to use for these actions.

## Bring others into the plan

Survey the interests, abilities and talents of the people joining the group. Provide opportunities for everyone to brainstorm ideas for the group's work and priorities.

Trim down the list you develop and set some priorities. Factor in how well the ideas on the list match the interests, abilities and talents from the initial survey.

## Map it All Out

Put it all on a calendar...and then take into account exams, holidays and other "busy times" (don't be surprised if that takes out a third of the year!)

Assign coordination roles, tasks and do a "reality check" on timelines & workload. Make sure people are able to say "no, this is too much" without guilt. Many groups

create an overly ambitious plan the first time around.

Once all of your groups activities are put in a calendar be sure to include beforehand the dates of exams, holidays and other busy times (don't be surprised if that takes out a third of the year!).

*(Adapted from Amnesty International)*

## General Promotional Strategies

You've got your group set up, or at least a couple of friends who are interested, and now you want to reach out to the rest of the students in your school and let them know what human rights are all about. Here are eight ideas to get you going.

**Table** Setting up an information table is an amazingly easy, excellent way to get information out at your school.

**Announcement Boards** Most campuses have announcement boards where students can post news about events that are happening on campus.

**Get In Print** Many campus groups use their school newspaper to reach out to the student population. The opinion section is a great place to discuss what Oxfam Canada does and get word out about your group. You may want to try departmental newsletters as well.

**Organize an Assembly or Information Meeting** This takes a little more work than tabling, but it can have excellent results. Bring in a guest speaker, show a short film or hold a panel discussion.

**Contest** Contests are one of the best ways to make people aware of your group and to gather new supporters who haven't been involved with Oxfam before.

### Here are some other ideas

#### "Teaser" posters or newspaper ads

These can be used as one-off or in a series for even more intrigue and suspense. For example, What do Annie Lennox and George Stroumboulopoulos have in common? Watch this space for the answer or come to room 12 on Sept 20 to find out!

*[The answer: they are both Oxfam supporters]*

#### Props and Costumes

Walk around carrying over-sized pens and pencils, computer key boards, huge postcards/petitions (carry a real pen so people can sign!), and other materials associated with writing appeals. Don a human rights defender t-shirt and cape while passing out leaflets or gathering signatures along a cafeteria line up. Dress in "message board" t-shirts or prisoner garb while studying in the library....chained to your books perhaps?

An injection of humour into the serious matter of poverty reduction can challenge otherwise cynical passers-by to think about supporting your campaigns or maybe even getting further involved.

*(Adapted from Amnesty International)*

# How to Write a Constitution

Note: This template is designed to be a simple guide for students organizing clubs at their respective schools. This guide does not include specific articles that may be required by specific institutions, but students and club advisors are encouraged to add the appropriate articles necessary as mandated by the university, college, or high school.

## Article I

Name:

The name of this organization will be known as Oxfam Canada at [college, university, or high school name] or [college, university, or high school name] Oxfam Canada.

## Article II

Date of Creation and Revision of Document:

\_\_\_\_\_

## Article III

Aim/Purpose:

This organization will serve to facilitate the work of Oxfam Canada and its mission as stated on their website:

*“Oxfam Canada builds lasting solutions to global poverty and injustice. Oxfam Canada works with allies in Canada and around the world to change the policies and practices that perpetuate human suffering. Oxfam Canada supports organizations in poor communities overseas in their struggle to secure basic rights. Oxfam’s advocacy and campaigns for just policies are rooted in the knowledge and experience gained in that struggle. ([www.oxfam.ca](http://www.oxfam.ca))”*

## Article III

Membership:

1. Membership in Oxfam Canada at \_\_\_\_\_ will be equally available to all students. There may not be any discrimination because of race, religion, political views, nationality, ability, sex, etc., according to the \_\_\_\_\_ Discrimination Policies.
2. An official member of this organization is one who has attended three meetings during one semester. The membership list will be kept updated by the Secretary of the organization.

## Article IV

Officers:

1. This organization will consist of four officers: President, Vice President, Treasurer and Secretary.
2. All officers must be full-time undergraduate-fee paying students.

## Article V

Officers’ responsibilities:

President:

1. It will be duty of the president to call, preside over and adjourn all meetings of this society.
2. The President is also responsible for performing other various duties that are required by the organization.

Vice-President:

1. The Vice President will assume the duties and responsibilities of the President if he/she must resign for that position.
2. The Vice President shall preside over meetings if the President is unable to attend, assuming the responsibilities and duties of the President for that meeting.
3. The Vice President will be the supervisor of all committees within the organization and will settle any dispute between or among committees.

Treasurer

1. All fiscal matters are the responsibility of the Treasurer.
2. The Treasurer will be responsible for signing all necessary paperwork with the Student Activities Office and is the sole signatory for the funds of the organization.

Secretary

3. It is the duty of the Secretary to keep updated minutes of all the meetings of the society.
4. The Secretary will be responsible for maintaining correspondence between appropriate parties.
5. The Secretary will be responsible for maintaining a membership list of all official members.

## Article VI

Elections:

1. Elections for officers should be held before the last day of classes.
2. The candidates receiving a majority of votes will be deemed the winner.
3. All candidates must be members of the organization to be nominated and elected, as explained in Article III.
4. For an election to be valid, a majority of the official members must be present during the voting. This number will be determined by the Secretary according to the number of official members, or by determining a majority of the average attendance at meetings.

## Article VII

Voting:

5. All official members of the organization are allowed to vote.
6. Official status requires that you meet the membership obligation of Oxfam Canada at \_\_\_\_\_.

## Article VIII

Meetings:

7. Oxfam Canada at \_\_\_\_\_ (name of university) will meet \_\_\_\_\_ [i.e. once a week], and the board of officers will meet at least \_\_\_\_\_ [once a week].
8. The President will have the authority to order a special meeting whenever she deems necessary.

## Article IX

Committees:

1. For All Campaign will be its own committee that reports back to the officers and the rest of the club on its work and progress.
2. Food Security and Trade will be an occasional committee forming when necessary and will report back to officers and the rest of the club on its work.
3. HIV/AIDS will be its own committee that reports back to the officers and the rest of the club on its work and progress.

*\*The campaigns listed above are only samples of the types of campaigns students may organize around. They are not indicative of the actual Oxfam Campaigns a club may select, but all clubs are required to commit and organize around campaigns where Oxfam is invested – for a list of current Oxfam Canada campaigns please visit [www.oxfam.ca](http://www.oxfam.ca).”*

## Article X

Amendments:

1. Two-thirds of the membership, to be determined as in Article VI, is required in order to vote on changes to the Constitution.
2. All amendments after being successfully voted on by Oxfam Canada at \_\_\_\_\_ must then be forwarded for approval to the Director of the Student Activities Office.
3. (Adapted from Oxfam America)

## What’s Next?

You’ve made it though the first part of this guide, so we hope you are excited and confident about getting your Oxfam group up and running.

**Here are a few final reminders:**

[www.oxfam.ca](http://www.oxfam.ca) — it’s a great resource. It has updated actions and news stories and you can find in-depth information on various issues and much, much more.

When you’re on the site, don’t forget to drop by the online volunteer toolkit page. We have tons of helpful information in our Volunteer Toolkit. Need help giving an in-class presentation on Oxfam or want to know how to give a media interview? It’s all there and more.

<http://act.oxfam.ca/act/volunteertoolkit/>

**And remember: We love to hear from you!**

If you have any questions, want some advice and just want to share what your group’s has been up to, please contact us.

You can email Hasnat Ahsan at [hasnata@oxfam.ca](mailto:hasnata@oxfam.ca)

# How To Facilitate a Meeting

**Definition of Facilitator:** A person responsible for coordinating the work of a group and moving the meeting along ([www.dictionary.com](http://www.dictionary.com)).

## The facilitator is responsible for...

- Getting agreement on agenda and processes before and during the meeting
- Conducting the meeting - makes sure the group keeps to ground rules, time limits, etc.
- Guiding discussion
- Staying neutral, asking questions and suggesting ways to approach parts of the agenda
- Making sure the group comes to decisions and work is divided among members
- Keeping the group on track when they head off onto tangents
- Watching the vibe of the meeting and helping to keep energy up
- Making sure everyone participates and no one dominates
- Creating a safe and positive environment (protects people from personal attack)
- Intervening if problems come up, dealing with concerns
- Creating a comfortable environment - using language that makes everyone comfortable

## Strategies for good facilitation

- Give 5 minute warnings when moving on to another agenda item.
- Put off off-subject topics - Create a list (a "parking lot") for items to be discussed at another time
- Paraphrase (repeat back in your own words) to check for the sense of the discussion
- Help people avoid repeating themselves by summarizing discussion and asking only for comments in areas that haven't been mentioned
- Make suggestions for how to move forward - after discussion has gone on for a while, try to summarize, look for agreement or sticking points, and come to decision
- Ask questions
- Be positive and encourage full participation - make sure everyone gets to speak, try to notice when someone is holding back
- Focus on issues, not personalities
- Ask someone else to facilitate if you want to actively participate in the discussion
- Check briefly for agreement before moving on - make sure everyone understands decisions



## Suggested Wording for facilitating a meeting

### Make sure everyone has a chance to speak.

*I've noticed a few people have been saying a lot on this issue; before hearing any more from them, is there anyone who hasn't spoken yet who has something to add?*

### Make sure people speak only on the matter at hand. If other issues come up, keep track of them on a "parking lot" and let people know that the group will return to this agenda before the end of the meeting.

*Joe, you're raising some good points and I've noted them here; we'll come back to them before the end of the meeting, but let's focus more directly on the issue at hand.*

### Encourage everyone to say what's on their mind. Try to notice when people are holding back; that could make it hard for them to come to a decision later.

*I sense some hesitancy from folks to speak openly on this issue; it's important we hear all points of view, so I encourage everyone to be honest about their feelings.*

### Encourage people to avoid repeating themselves and others by summarizing discussion periodically.

*So far, I've heard the following objections raised...The arguments in favor of the proposal seem to be...I've heard people propose the following possible solutions...*

### Keep the meeting moving along. Remind people of time and appoint a time-keeper if necessary. If designated time runs out, ask the group to agree to spend more time on the issue, postpone it until later in the meeting, or put the discussion off until another meeting.

*We're about to run out of the designated time on this issue. Is there agreement to spend another ten minutes to get a few more ideas on the table and make a decision now, or should we postpone a final decision until our next meeting?*

### Encourage the group to take a break to restore energy or ease tension.

*I'm seeing a few people "resting their eyes." Would anybody object to a five minute break to get up and stretch and get some fresh air?*

### After a topic has been discussed for a while, start trying to move the group toward agreement by summarizing discussion points, looking for common points of agreement, identifying sources of conflict, etc.

*I'm hearing most people agree with...but there seems to be a few points of view on...Perhaps we could focus on how to agree on these last few issues.*

### Know when the group has reached a decision. Also know when a group cannot reach a decision; suggest

### postponing a decision when...

- a) the group needs critical information
  - b) the group needs to hear from others
  - c) the group is not prepared
- I'd like to propose we postpone this discussion because...*

### Make sure everyone understands the decision.

*Could we briefly summarize the proposal that's being decided right now?*

(Adapted from [www.gsanetwork.org](http://www.gsanetwork.org))

# How to use and protect our logo

*The visual identity of Oxfam is based upon our shared humanitarian values and personality. It is an identity that gives us worldwide recognition and respect. We all have the responsibility to ensure that our identity is used correctly, consistently and conscientiously. By doing this, we help build awareness, recognition and loyalty worldwide and help us achieve our goals.*

## Our logo

The 'O' and 'X' in Oxfam are joined to form a graphic representation of a person's head and shoulders. It also represents a ribbon, a universal symbol of solidarity

## Colour and Type Face

When printing: Pantone (spot color reference) – Pantone 376.

For use on screen, such as the Internet, our green can be made up from:RGB (red/green/blue)

red: 153, green: 204, blue: 0.

Where necessary you can also use the Oxfam logo in black, or white reversed out of black. The Descriptor must always appear in Arial, in conjunction with the Oxfam Logotype, and appear in upper and lower case.

## Some examples of common mistakes

Do not distort the shape or form of the Oxfam Marque of Logotype for sake of effect.

Do not dilute the impact of the Oxfam Identity of the Oxfam Identity by showing it against a cluttered background

Do not apply any treatment to the Identity or use the typographic elements separately.



Do not place unspecified graphic devices around the Oxfam Identity.

Do not use unspecified colours for the Marque

Do not replace or modify the specified Oxfam typeface.



# How to plan a campaign

*By putting sufficient time and thought into the planning stages of an event, action or campaign, you can improve your chances of success. A lot about effective planning is simply common sense., but it is always helpful to look at the tasks you'll need to perform in a systematic way. And failure to spend sufficient time analyzing and co-coordinating your activity can lead to problems.*

## You should ask yourselves



- What is the issue that we want to do something about? E.g. the rules of world trade are unfair and cause poverty and suffering.
- What task (event, stunt, or other activity) will you undertake to address that concern? E.g. a public meeting with your local MP to discuss world trade issues.
- How will performing that task meet the concern that you have identified? E.g. to persuade MPs to lobby the relevant government ministers to argue for the reform of trade rules at an upcoming WTO summit.

## Planning



- Brainstorm with your group to come up with as many ideas as possible
- Decide what individual pieces of work will need to be done.

- Create a timeline – when do individual tasks need to be done by?
- Estimate time and cost – will you have the necessary resources?
- Prioritize – some tasks will be more crucial (and time-dependent) than others.
- Assess possible risks and take action, e.g. health and safety, insurance.
- Keep going back to your initial aims: are you on track to meet them?

## Making it Happen



*Having decided on the tasks, when, how and by whom they will be done, and considered the resources you'll need, you can get on with putting the plan into action. You may well need to meet more than once to ensure you are on track.*

A few tips to help you do this successfully:

- Plan enough time for meetings: work back from the proposed date of the action.
- Use your agenda effectively, be concise use action points, set a date for your next meeting.
- Allocate tasks widely. Delegation is important! By involving people, you will make them feel they

have a stake in the event's success.

- Consider whether there is a need for someone to take on a "project manager" role.
- Don't forget to conduct an evaluation after the event: it will help you do even better next time!

## How to design effective materials



Before starting to design any materials such as posters and leaflets, whether it be to advertise your Group, or publicize an event or meeting, it is important to begin by thinking creatively about what it is exactly that you want to achieve.

Start with a brainstorming session, to come up with as many ideas as possible. Once you have run out of ideas, you can then spend a further session working out which ideas are realistic proposals to be developed.

Make sure you can answer questions before going ahead with designing any piece of material, big or small:

## What is the objective of this piece of communication?

- What do you want to advertise or promote using this material?
- What do you want your audience to know or do as a result of seeing it?
- Will it be used in conjunction with any other materials?

## Who is your audience?

- Who exactly is your target audience?
- How much do they know?
- What are their behaviours/ characteristics/ interests?
- Where and how will they see the materials?

## What is your key message(s)?

- How will these messages be expressed?
- Are they visual or written?
- What is the appropriate style and "tone of voice"? E.g. fun, engaging, businesslike, etc.

## What information do you need to include?

- The date and location of an event, contact details, an explanation of your event or group.
- The Oxfam logo, Oxfam registered charity number (12971)
- Particular colours, type-faces, pictures, etc.

## Drafting Materials



When you're clear what you want to achieve and how

you'll do it, you can get on with drafting your materials. You may want to come up with a number of different rough versions and share them with others for comments before you put a lot of effort into the finished product. As you go along, keep checking that the designs you create match the criteria you discussed previously.

It doesn't matter whether your materials are hand-made or produced on a computer, although using a word processor or design package will help you create a more professional-looking result.

Contact Oxfam Canada for advice on use of the Oxfam logo, or access to an electronic version.

Make sure that the materials are proof-read by a fresh pair of eyes. There's nothing worse than discovering errors when you've already produced multiple copies!

Ask if any local printers will print your materials free or at reduced cost as a contribution to Oxfam. Sometimes they will do this in return for advertising their name on the materials.

Above all, keep your materials bold, simple and to the point, for maximum impact.

# How To Table Effectively

*Tabling is a great way to raise awareness of Oxfam Canada, its campaigns and your group! If done right, tabling can be a way to promote awareness of human rights, take action on a specific campaign or issue, recruit new members and even fundraise!*

## What is tabling?

“To table” (the word table in verb form) is to set up an actual table covered with information and eye-catching displays, staffed by knowledgeable and eager young activists (that’s you), to educate and involve people in their campaigns.

## Tabling works best if you:

- Aren’t afraid to step out in front of the table or initiate passers-by in conversation. Be outgoing – some people might be too shy to approach you!
- Set up the table in a high visibility area
- Have a minimum of two people at the table

- Set a finite amount of time that you will be at the table and divide that time into shifts
- Are high energy and enthusiastic about what you are doing
- Are efficient (getting to the point quickly, yet thoroughly)
- Keep record of what you accomplish. How many signatures were gathered or actions signed? You may wish to set a goal before you start and see if you can reach it!

## Where to Set Up a Table:

- In a centrally located area on your campus such as the main hallway, a common study area, a school cafeteria or library, faculty lunchrooms, parking lots/garages, etc.
- In your local community, such as at a local shopping mall, downtown area, community fairs, and grocery stores.
- At conferences and other events with large populations. Student activity nights, rallies or even school sporting events will provide you with a large audience.
- Mix it up once in a while! Be sure to set up your table in different spots to catch different groups of people. Some students might never visit the library – so catch them in the cafeteria next time!

# Tabling Checklist

## Banners

- Make them big, bold & colourful!
- Aim for simple clear messages that are positive and easy to read from a distance.
- Make sure you have a clear plan for how to hang up your banner (duct tape can be very useful)

## General information/Campaign Information

- Have general information about Oxfam such as annual reports and pamphlets, action cards, buttons, etc.
- Make sure this basic material is clearly displayed on the table -- not everyone stopping by will feel comfortable asking questions, especially if there are already several people at the table.

## Information on Your Group

- Create a half-page information sheet including when and where your group meets, as well as contact info and upcoming events.

## Action Opportunities

- Have a simple action that people can do right away, such as signing an action card.

## Donation Jar

- You’d be surprised how quickly spare change can add up! Have a note on or near the jar explaining how donations will be used for your human rights campaigning.

## Conversation Space

- Some people drop by a table for only a moment or two, while others like to stick around for more information or to engage in a debate. Try to provide a space beside your table for extended discussions.

## Tabling Skills

- It’s important that the people behind the table feel comfortable and have the basic skills and knowledge to answer general questions about Oxfam Canada and the work of your group. People also need to be aware of things like body language, which can make passers-by feel more or less welcome.
- Why not pair up newer members with people who have staffed a table before and/or hold a special group meeting to go over the basics of tabling? For more advice on tabling visit the youth activist toolkit at <http://act.oxfam.ca/act/volunteer-toolkit/>

*(Adapted from Amnesty International)*

# Contact Information

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