



WORLD OCEAN DAY

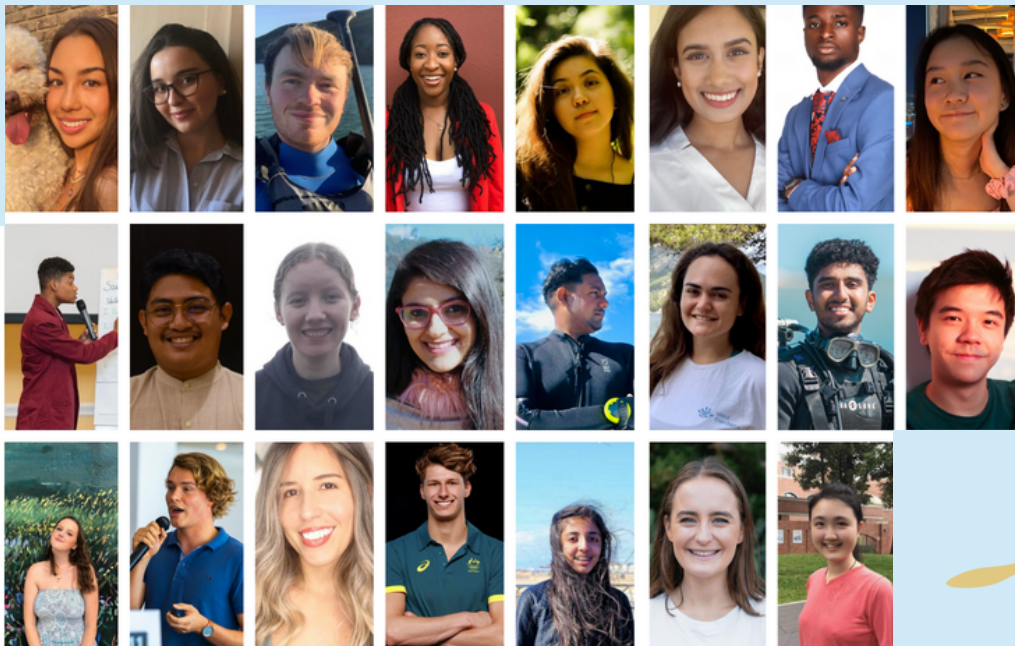


**RISE UP: ADVOCACY
TRAINING GUIDEBOOK
2021 - 2022**
WWW.WORLDOCEANDAY.ORG

INTRODUCTION

The Youth Advisory Council & Rise Up: Advocacy Training

The World Ocean Day Youth Advisory Council was created in 2016 to help connect and unite youth around the world for a better future, with a healthier ocean & climate that sustains us all, no matter where we live. The Council helps develop World Ocean Day as a unique opportunity to raise the profile of our shared ocean and focus collective action on creating a healthier ocean and climate not only in June, but also throughout the year.



The World Ocean Day Youth Advisory Council 2021-2022, from left to right:

Estefanía Aphan - *Peru*
Arya Yurdacan - *Turkey*
Joseph Wilkins - *Wales*
Laura Maisverova - *Zimbabwe*
Lela DeVine - *United States*
Sruthi Gurudev - *United States*
Paul Eweola Ayomide - *Nigeria*
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Sam Fricker - *Australia*
Syeda Areesha Fatima - *Pakistan*
Siobhan O'Connor - *New Zealand*
Yutong Yang - *China*

Rise Up: Advocacy Training consisted of a five-week virtual training course, developed in partnership with the World Ocean Day Youth Advisory Council to push towards collective action for World Ocean Day and throughout the year. The Council was surveyed on the areas of conservation activism that they'd like to strengthen within themselves, which then helped to guide the direction and topic of each session. This training course was designed to help these young leaders build upon their existing essential advocacy skills, provide an in-depth look at the global 30x30 initiative to protect at least 30% of our blue planet by 2030, and encourage strengthened collaborative conservation action both locally and globally. This guidebook was developed based on notes taken by Council members during the course and their pre- and post-course survey results, and was partially edited by Council members as well.

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TAKE ACTION NOW!



AN OVERVIEW ON 30X30

PROTECTING AT LEAST 30% OF OUR LANDS, WATERS, AND OCEAN BY 2030

Why should we prioritize the 30×30 goal?

Leading scientists worldwide have determined a healthy ocean is a critical part of the solution to the climate and biodiversity crises. By supporting 30×30, we can protect our planet's life support systems – specifically the interconnected issues of ocean, climate, and biodiversity. Currently, less than 17% of land and 8% of the ocean worldwide is protected.

The good news is, due to the efforts of the growing global 30×30 movement, including those involved in the World Ocean Day network, more than 90 countries have already committed to protecting at least 30% of their land and ocean by 2030.

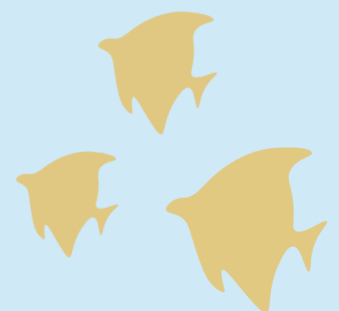
With your help, and by working with youth and organizational leaders worldwide, together we will continue to grow the global movement to protect at least 30% of our blue planet by 2030 and safeguard our future. Right now, world leaders are making important decisions about the future of our planet.

[Sign the letter to your nation's leaders](#) to secure a healthy blue future for all.

RESOURCE TOOL – YOUR GUIDE TO ALL THINGS 30X30

30x30 Toolkit

- [The Science Supporting 30x30](#)
- [Sample Letter to the Editor](#)
- [Guidance for Engaging with Policymakers](#)
- [The World Ocean Day Conservation Action Focus](#)



Check to See if Your Country is Committed to 30x30!

- Member States of the [High Ambition Coalition](#) – Committed to protecting at least 30% of both land & ocean by 2030
- Member States of the [Global Ocean Alliance](#) – Committed to protecting at least 30% of the ocean by 2030

ADVOCACY 101

INFLUENCING POLICIES, COMMUNITIES, ATTITUDES, AND YOUR OWN ACTIONS IN ORDER TO GIVE A VOICE TO THE ENVIRONMENT

TYPES OF ADVOCACY – YOUR CHOICES SPEAK FOR THE ENVIRONMENT!

SELF

Sustainable actions, purchases, and decisions made by an individual person

Examples: Plant-based diets, voting, picking up trash, buying plastic-free alternatives

INDIVIDUAL

Educating and encouraging others to act, purchase, and make decisions with our planet in mind

Examples: Town halls, hosting environmental community events, presenting at schools

COMMUNITY

Asking governments or companies to change their policies to ensure greater environmental protection for all

Examples: Passing a single-use plastic ban, writing letters to companies who are contributing to environmental destruction, meeting with legislators about land and water protection

ACTION CHECKLIST – FOR BOTH INDIVIDUAL & SYSTEMS ADVOCACY

- Educate yourself on the issues and determine how you can help!
- Adopt or create a Conservation Action Focus – More about this on Page 7!
 - Determine your conservation action 'ask' and goals
- Determine your target audience (Individual) and/or decision-maker (Systems)
- Outline your action strategy
 - Ask yourself 'how do I get this audience to consider the 'ask'?
 - Determine the spaces in which this audience occupies and outline how you can get in front of them
- Reach out: If meeting, prepare your pitch, presentation, or speech, & follow up!

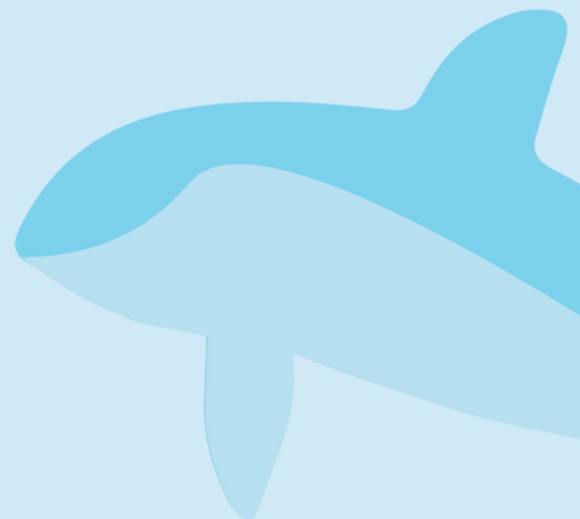
THOUGHTS ON ADVOCACY FROM THE COUNCIL

How Do We Get Decision Makers to Listen to Us?

- There is power in numbers!
 - Things like petitions & social media can help show that your community is behind you
- Decision-makers talk to each other!
 - Doing your homework, defining the point person & developing your relationship with them before presenting the “big ask” helps build confidence, trust, & passion.
- Those “lower down” in governance are sometimes surprisingly keen to talk with constituents on pressing issues
 - Find a different decision-maker if others are creating roadblocks

Lessons Learned!

- Advocacy starts from within!
 - It’s essential to educate yourself on being effective advocates before advocating for the rest of the world.
- Preparation is critical!
 - The more preparation goes into the process, the more persuasive your message is to whomever you approach!
- Expertise helps, but you don’t have to know everything.
- Use your community to help manage the workload! Burning yourself out because you’re working too hard is surprisingly easy. Take breaks when you need to!
- Start small at first, and build up!
 - Impacting a small circle can have a ripple effect and eventually reach bigger circles and higher authority.



COMMUNICATIONS & SOCIAL MEDIA

THE BASICS – ADDING SOCIAL MEDIA TO YOUR ADVOCACY TOOLBOX

What does conservation communication look like today?

In the era of social media, people's attention spans are much shorter. Using a clickbait-y strategy can work very well at grabbing people's attention, as long as there is substance! Striking imagery also gets people to think. Consider utilizing infographics, and make sure your image resolution is high quality!

Things To Remember:

- Social Media is activism on a global stage which means that it's critical to read the room! Each region has specific contextual considerations to be made in thinking about what online behaviors to avoid.
- Different platforms need and use different approaches: consider what is "normal" content and engagement behavior on each platform.
 - Likes, comments, saves, retweets, etc. are all powerful tools!
- Be creative so you can cut through the noise: find new mediums to convey your message!
- Social media is a tool, meaningful change is not measured in retweets & likes!

To Tag or Not to Tag?

- While context does matter, it usually doesn't hurt to tag community leaders. Just remember, the tone is important!
 - Voice your opinion while keeping it respectful, especially if you are seeking future collaboration.
- Tagging policymakers is (sometimes) a good way to harness the collective frustration of a community on a specific
 - Use your friends and social circles to spread your message! Government officials like to see numbers: It shows your community is behind you.

More Thoughts from the Council

- There are a lot of pros to using social media for your advocacy work; it allows for more transparency, an international reach, and exposure to new audiences!
- Ask your friends or networks to share your content even if they aren't interested in the topic
- The more authentic you are, the better your content will do!

**[Check out the World Ocean Day
Social Media Toolkit!](#)**



MESSAGING TOOLBOX

ENGAGEMENT STRATEGY – CUTTING THROUGH THE FLUFF

Garnering Attention

- Find your target audience. Ask yourself: Who is in this community? Who is this content for?
 - You can focus locally: Your message doesn't necessarily have to be global, and your content doesn't have to go viral.

Intentional Engagement

- Comment/like posts that use a specific hashtag; "Follow" relevant hashtags
 - Create hashtags specific to your campaigns
 - Check to see if the hashtag has been used for something else!
- Sneak-peek campaign previews are an excellent way to engage your audience and get them excited for what's to come.
 - Instagram recently released a new "event reminder" feature; try it out!
- Consistency is critical.
 - Try using an automated scheduler and content calendar
 - If you have a "business" account on Instagram, look at your analytics to figure out when it's best to post!
 - The CEO of Instagram posts videos explaining how the algorithm works.

RESOURCES – YOUR ONE-STOP SHOP FOR SOCIAL MEDIA SUCCESS

Find Your Image!

- [Ocean Image Bank](#)
- [Unsplash](#)
- [Bēhance](#)
- [PixaBay](#)

Branding & Design

- [Canva](#) – Free for nonprofits!
- [UNUM App](#)

Automated Planning & Analytics

- [Buffer](#)
- [Hootsuite](#)

[World Ocean Day Social Media Toolkit](#)

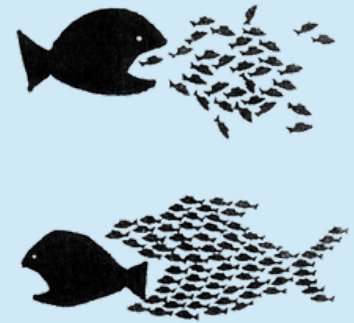


ORGANIZING ACTION

ORGANIZING PRINCIPLES – A LITTLE FISH IN A BIG OCEAN

How does organizing work?

10,000 people, or "fish," swimming in all different directions may not have a huge impact, but working together and directing our energy towards one targeted goal can make a huge difference!



Conservation Action Focus & Ask

The 2022 World Ocean Day Conservation Action Focus is a renewed commitment to 30x30 with a focus on the connection between the ocean and climate. Members of the World Ocean Day network are always encouraged to incorporate the 30x30 CAF into any events that they plan for World Ocean Day, but it is by no means required. Any event can have any CAF, as it is meant to bring attention to an issue that many people may not know about before learning about it at the event.

THE "POP" GOALS – OUTLINING YOUR ACTION

P – Purpose

The “why” behind putting on your action: What is the overall impact/message you’re trying to put out into the world.

O – Outcome

The “what” that will come out of the action: Tangible impact, measurable results.

P – Process

The “how” you will do it: All the components of pulling off your action: logistics, people, plans, the “run of show” on the day of, the wrap-up, etc.

**[Check out the World Ocean Day
Event Planning Toolkit!](#)**

EVENT DEVELOPMENT

THE THREE P'S – ENSURE YOUR EVENT IS WELL-ROUNDED

People – The volunteers, leaders, & staff who participate in your event

- Create roles: Think through all of the work that should happen, then think about the people you know & what they can bring to the table.
- Recruit leaders: Ask people to own specific responsibilities & help manage other people to accomplish more!
- Pitch people: Talk to people individually about your ideas for their leadership role, and be open to hearing their ideas on how they can contribute.

Partnerships – The coalition partners who contribute to the event

- Create a list of various partners to target: Reach out, meet to discuss, & follow-up as needed
 - Start with the low-hanging fruit: people you already know will be interested in your cause and can easily contact
 - Build relationships as well as ask for things
- Types of partners: nonprofits, businesses, schools, community VIPs, decision-makers, politicians, famous/popular people – ANYONE!

Publicity – The amplification/publicity before, during, & after your event

- Know what you want to communicate – what is the main message?
- Determine the best publicity sources based on your target audience
- Make decisions about which sources and strategies to prioritize based on your resources (time, money, talent)
- Making your plan:
 - **Before** – Publicize to increase attendance and build a buzz
 - **During** – Show off what you're doing by thinking through what physical (or virtual) visuals you will have during your event (Zoom backgrounds with logos, posters/signage for event attendees)
 - **After** – Make a wrap-up publicity plan to share what you accomplished. Send an email update to everyone who was involved, deliver your results to a decision-maker you're targeting, and ask folks to share your celebratory posts online



FUNDRAISING

FUNDRAISING CONSIDERATIONS – WHERE DO YOU NEED TO FOCUS?

What exactly do we need?

Ask yourself, “Is this resource necessary, or is it just a nice thing to have?”

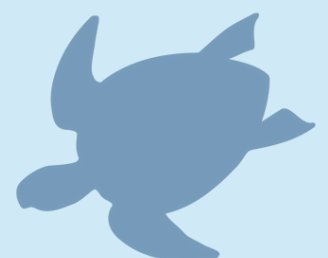
- Use the POP” tool to determine needs for funds & what is 100% necessary
- You might need money for: space to hold the event, supplies for a clean-up, refreshments/food, raffle prizes or gift bags for participants, etc.

Mutual Aid

- Ask the groups/people you are partnering with what resources they have to contribute to saving on costs.
- Businesses are likely to donate supplies if asked with enough time in advance!
- Are there other people/businesses/organizations that could offer up their resources (library/aquarium with free space & ability to host)
 - Know your specific ask – How much money or what specific resource do you need, how will it be used, how will it make an impact?
 - Structure for pitching:
 - **Connect** – Be friendly and introduce yourself
 - **Context** – Provide a two-sentence description of your event
 - **Commitment** – Make a strong, concrete ask for what you need
 - **Follow-up** – Set a timeline to follow-up to get an answer or finalize plans

Covering the Costs

- Charging attendees a small event fee can offset the costs of refreshments
- Apply for a grant from your community, school, or a local foundation
 - Sometimes an entry fee can become a barrier to access
- Secure a corporate sponsor: Corporations will sometimes contribute resources if you recognize them publicly in some way as a sponsor.
 - Beware of “greenwashing,” and be sure to vet businesses carefully if/when you do this.
- Hold a fundraiser: You can use Instagram, GoFundMe/Venmo donations, carwash events, benefit dinners, donation boxes in the community, etc



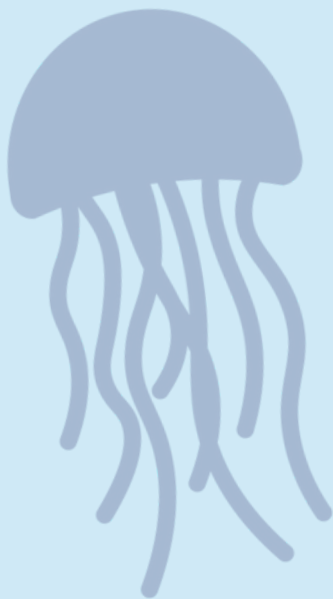
MAKING IT HAPPEN

EVENT CHECKLIST – DEVELOPING YOUR PLAN AND STAYING ORGANIZED

Staying on Track

- Brainstorm ideas & list out everything that needs to happen
- Backwards planning: Breaking down all the tasks into a timeline in order to meet your goals
- Break down your event into different "realms", for example:
 - **Campaign** – What is the campaign or service work you're doing?
 - What materials do you need, what training/resources do you need?
 - **Recruitment** – Getting people to attend your event
 - How will you work together with the people on your event team?
 - **Partnerships** – Securing the coalition partners – Inviting, confirming, & preparing them
 - **Publicity** – Social media, local media, physical branding, etc.
 - **Funding** – What funds will you need, what different resources can you get donated, etc.
 - **Logistics** – Securing the space for your event, technological needs, securing materials

[Check out the World Ocean Day Event Planning Toolkit!](#)



THANK YOU TO THE COUNCIL

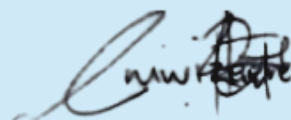
This Guidebook was developed in partnership with the World Ocean Day Youth Advisory Council 2021–2022




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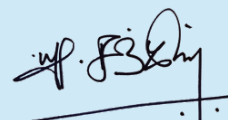
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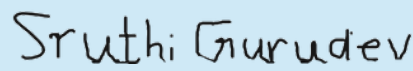
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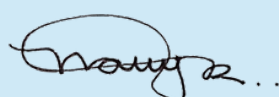
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THE CURTIS & EDITH MUNSON FOUNDATION



ONE OCEAN, ONE CLIMATE, ONE FUTURE – TOGETHER