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END CHILD & FAMILY POVERTY IN CANADA

www.campaign2000.ca

IN HONOUR OF JOSEPH ZUKEN AND HIS LEGACY OF SOCIAL ACTIVISM

A Primer on Using the Internet for Advocacy and Online Action (Advocacy Toolkit)

Online tools such as list-serves, facebook and blogs have become the primary form of mobilization and fundraising for many non-profit organizations and advocacy groups.

Over the years, Campaign 2000 has been vigorously developing its website capacity, albeit with very limited funds, in order to make use of new web-based technologies to mobilize the public and get people more involved in online strategies and actions.

For instance, for several years, we have successfully launched “click-on” campaigns to mark November 24th, the day that became significant when the House of Commons passes a unanimous resolution in 1989 to seek to achieve the goal of eliminating poverty among Canadian children by the year 2000. By visiting our website and clicking on the action banner, the public is able to read the information, such as Campaign 2000’s latest annual report card on child and family poverty, get informed and express their concerns by adapting a sample letter to send to their own Member of Parliament or party leaders – all at the click of a mouse.

Make Poverty History Canada, a partner of Campaign 2000, is another good example of maximizing the use of the internet for public mobilization and online action. Their website, www.makepovertyhistory.ca, is very user friendly and has actions people can take such as ‘signing on’ to show they are a supporter and to receive e-mail updates and action alerts, sending a pre-written letter to their MP, or donating. On the website there is also an *‘issues’ section* explaining the rationale behind their policy perspectives, links to events happening all over Canada, and a *‘take action’* section. There is blog written by various interns and staff members at Make Poverty History, describing some of their events from a personal perspective.

Since last year, Campaign 2000 launched an E-Bulletin that anyone can subscribe to. It is published 3 or 4 times a year, with political commentary, updates from national and regional perspectives and lists latest reports and resources on the poverty front.

Facebook is a tool that is very useful to publicize events, and send out e-alerts with actions people can take. Poverty plan, Campaign 2000’s Youth Action Committee and 25 in 5 all have their own facebook pages. You can become a fan of these groups and receive updates about their campaigns as well as take a number of online actions.