

OXFAM CANADA

CAMPUS GROUPS GUIDE



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OXFAM
Canada

OXFAM CANADA CAMPUS GROUPS GUIDE

Welcome! Thank you for joining a movement to end poverty and injustice. Oxfam depends on people like you – people who are going to organize and contribute to maximize the impact of our efforts.

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INTRODUCTION

WHAT MOVES YOU TO ACTION?

Maybe it's fundraising for an important cause, speaking up on behalf of people who are living through conflict and crisis, raising awareness about issues that affect millions of people around the world, or knowing that through your efforts you are working with others to overcome hunger, poverty and injustice.

Whatever moves you, Oxfam welcomes you to our global movement for change. We are strong when there are many voices and hands joined together. Oxfam invites everyone to be part of building a positive future now: a future free from injustice and poverty.



WHY CAMPUS GROUPS ARE CRITICAL TO OUR WORK

We believe that a more just, fair and connected world is possible and that its success depends on changing attitudes, behaviours and policies in the North while supporting development projects in the South. It is in this spirit that campus groups were born. When you take action to fundraise and campaign for social justice you are making a significant contribution to Oxfam's efforts. Spreading knowledge spreads awareness; awareness leads to action; and action leads to change.

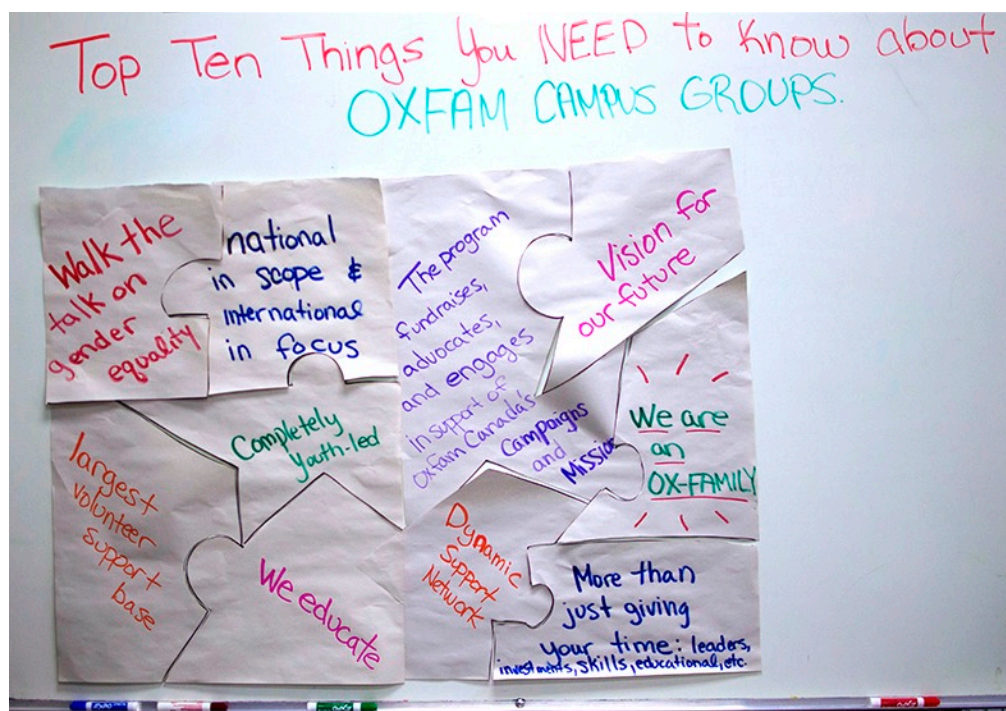
Oxfam campus groups are a force for change and important partners to ensure that Oxfam's work is brought to life across Canada, from coast to coast. Specifically, campus groups drive change through:

- **Advocacy & Campaigning** – Oxfam groups work to plan and execute national awareness-building campaigns and activities focusing on women's rights, food justice, and more.

- **Fundraisers** – Be it in response to humanitarian crises or in promotion of Oxfam’s *Unwrapped* program, groups raise thousands of dollars for Oxfam Canada’s work.
- **Outreach & Organizing** – Groups create effective change in their communities by educating and inspiring others to act. Whether it is hosting an “Ox-Talks” speaker series, tabling at community events, or facilitating a workshop during a high school conference, Oxfam groups help connect Canadians to Oxfam’s work.

TOP TEN THINGS TO KNOW ABOUT OXFAM CANADA CAMPUS GROUPS

1. Campus groups ensure that **we walk the talk on gender equality**. Consequently, we are strong voices on campuses nationwide for women’s rights and gender equity.
2. Campus groups are **national in scope and international in focus**. We have over twenty active groups across our provinces. We connect the local to the global through our community work, engaging those around us about international issues.
3. Youth make up the **largest volunteer support base** for Oxfam Canada. We represent a strong part of Oxfam’s campaigning force. We respond to Oxfam Canada’s need for urgent action and play a huge role in driving a passionate and informed demand for change.



4. Our campus program is **completely youth-led**. From organizing national leadership conferences, to hosting events on campus, Oxfam Canada's campus groups take responsibility for their role in creating change and in developing a strong youth voice across Canada and throughout Oxfam Canada's programs and strategy.
5. **We educate**. Campus group members educate themselves, their communities, and each other on world issues and the impact of our everyday actions and choices. We value continuous learning, and understand the importance of applying that learning to our daily practices and our view of the world.
6. Oxfam Canada's campus groups **fundraise** in support of Oxfam Canada; we **advocate** for policy change with Members of Parliament; **mobilize and engage** communities across Canada in support of Oxfam Canada's campaigns and mission.
7. Volunteering as a member of Oxfam Canada's youth network is **more than just giving your time**. The premise of Oxfam Canada campus groups is that volunteerism is a reciprocal investment in both the future of the volunteer and of the organization. The campus group program endeavours to further the learning and personal growth of its volunteers through providing educational and skill-building opportunities. Thus, Oxfam Canada campus groups build the capacity of our volunteers to be strong leaders for change.
8. We have built a **dynamic support network** for our youth volunteers. In addition to a staff person that is 100% dedicated to the assistance of Oxfam campus clubs, youth volunteers are supported by a Strategy and Support Team based across the country. Altogether, they guide and support the campus groups in achieving lasting impact as ambassadors of Oxfam Canada.
9. As socially-conscious youth, we have **a vision for our future** and recognize our responsibility as global citizens in shaping it. We utilize our opportunities and resources as youth and students in order to meet these challenges as members of Oxfam Canada.
10. Most importantly, **we are an Ox-Family**. Oxfam Canada campus group members are a passionate community committed to supporting each other through collaboration and resource sharing - empowered by membership in a national youth movement for positive change.

WELCOME! LET'S GET STARTED!

ORGANIZE AND TAKE ACTION

HOW TO MAKE CHANGE IN YOUR COMMUNITY AND THE WORLD

Why organize an Oxfam group? It's easy and it's fun! Oxfam staff and volunteers will support you every step of the way.

HERE'S WHAT WE'LL DO FOR YOU:

We'll give you tools and resources to support leadership, awareness-raising, education, fundraising and advocacy, including:

- Annual action plans for groups and individuals, including key dates and calendar of events
- CHANGE summits at the regional and national levels
- Educational workshops and toolkits (on Oxfam's international programs, women's rights, GROW campaign activities)
- How-to guides (leadership, campaigning, fundraising, power analysis, event coordination and design)
- Webinars (as opportunities for learning, networking and collaboration)
- Listservs and contact list development
- Updates & successes about Oxfam's international programs, humanitarian initiatives and work in Canada
- Online action centre offering opportunities for people to get involved in five minutes, in twenty minutes or in a few hours
- Encouragement and advice from the Youth & Campus Outreach Officer and from the Strategy & Support Team
- Facilitating connections/networks between your group and other groups locally, nationally, and even internationally'
- Each registered group will also receive access to the Oxfam Campus Group Resource Centre; a place where you will find tons of information, templates and recorded workshops on how your team can contribute to positive change.



STEP 1: UNDERSTANDING OXFAM

VISION

Oxfam's vision is a just world without poverty. We envision a world in which people can influence decisions which affect their lives, enjoy their rights, and assume their responsibilities as full citizens of a world in which all human beings are valued and treated equally.



MISSION

Oxfam Canada's mission is to build lasting solutions to poverty and injustice with a focus on improving the lives and promoting the rights of women and girls.

Working with Canadians, our partners and allies around the world, we mobilize people and resources to change policies, practices, attitudes and behaviours that cause inequality and human suffering.

Oxfam is committed to strengthening a global movement in support of human rights and gender justice on a healthy planet.

OUR FOCUS ON WOMEN AND GENDER EQUALITY

Ending global poverty begins with women's rights. Women are leaders and change makers with tremendous capacity to improve their lives and the lives of those around them.

Our 50 years of experience in international development has clearly shown that when women exercise their rights there is a positive impact on everything from food security and the environment to peace-building and good governance. Through this special focus, we contribute to the capacity of organizations to effectively promote and defend women's rights and achieve improvements in the lives of women and girls.



In focusing on women’s rights, we continue to work on priority issues related to rural livelihoods, labour rights, HIV and AIDS, gender-based violence and the disproportionate impact of humanitarian disasters on women and girls. Our focus provides a clear and coherent axis around which our programs revolve.

All of us – regardless of which gender you identify with – have a stake in gender justice. Men have a critical role to play in this struggle, challenging masculine stereotypes and speaking out for equality and an end to violence against women. We need everyone to work together to find lasting solutions to inequality and poverty in Canada and around the world.

THIS IS WHAT EQUALITY LOOKS LIKE:

- Women and men sharing power and wealth equally
- Education, health care and decent livelihoods for all
- Women making decisions jointly with men
- Women controlling their own bodies
- Women as active citizens and leaders
- Men and boys saying “no” to restrictive gender roles and gender-based violence
- Relationships based on respect and inclusion
- Women and girls living free from violence
- A sustainable planet for the well-being of women and men, girls and boys.

For a more in-depth look at Oxfam Canada or for a tool to help you share Oxfam’s story with others, please see our training presentation, **OXFAM 101**.



OXFAM'S WORK: OVERSEAS AND IN CANADA

We work at multiple levels, supporting partners in developing countries, working to engage Canadians through public education and mobilization activities, responding to emergencies and advocating for fairer policies.

OXFAM OVERSEAS

Oxfam works in 94 countries around the world, supporting local partners for sustainable long-term development and effectively responding to disasters. Oxfam Canada focuses its work in Africa, the Americas and Asia, often learning from local women's organizations. We work with women farmers, in places like South Africa, Cuba and Mozambique, to assist them in claiming their rights to land and property and ensuring they have the training and tools needed to make their fields viable. We work with women factory workers in places like Nicaragua and Guatemala, to fight harassment and ensure they are treated fairly in the workplace. We work alongside women the world over, from Pakistan to El Salvador, to help them claim their rights and keep them safe from violence.



DEVELOPMENT

Oxfam works with local partners in the Global South to implement sustainable long-term development projects. With the belief that development only works when it is owned by local people themselves, our key role is to provide the support and tools necessary for this to be accomplished.

Our partnerships bring together the human, social, financial and physical assets of communities and Oxfam's funding, training, support, and international influence.

EMERGENCY RESPONSE

Disasters have a huge impact on people living in poverty in developing countries. In times of crisis, such as the typhoon in the Philippines or the conflict in Syria, Oxfam's specialization is emergency water and sanitation.

We also work for lasting change in regions that are susceptible to recurring disaster, such as drought-prone areas of Africa, so that people are better prepared to cope when emergencies arise.

Oxfam Canada is part of the Humanitarian Coalition, five agencies that collaborate closely in humanitarian crises to increase fundraising efficiency and impact. The other members are CARE Canada, Plan Canada, Save the Children Canada and Oxfam-Québec.



OXFAM IN CANADA

We recognize that issues of inequality are still happening here at home and for this reason, Oxfam Canada works in close partnership with local frontline service organizations as well as with our sister organization, Oxfam-Québec, in the areas of policy, advocacy, public engagement and education.

PUBLIC ENGAGEMENT AND EDUCATION

We work within Canada to raise money and increase public discussion and awareness of global inequalities and social justice. Members of Oxfam campus groups are a crucial part of this work. You help us to raise funds, build momentum for our campaigns and raise awareness of critical issues related to the fight against global poverty and injustice.

POLICY AND ADVOCACY

Our work is informed by policy analysis which allows us to advocate effectively for more just policies at various levels. We seek to influence Canada's international policy and foreign aid program through research, public mobilization and dialogue with government agencies and Members of Parliament.

For example, by working with the Canadian Foodgrains Bank and other partners, Oxfam played an important role in convincing the Canadian government to untie food aid. This crucial commitment meant that aid recipients were no longer required to spend aid money on purchasing food from Canada, and could rather contribute to their local economy by procuring it locally.



STEP 2: GETTING YOUR GROUP STARTED

HERE IS HOW TO GET STARTED IN THREE SIMPLE STEPS:

1.

CONTACT OXFAM

Contact us, and let us know that you are working to build a group on your campus or in your community by e-mailing the Youth and Campus Outreach Officer, youth@oxfam.ca.

Your main contact points within Oxfam Canada will be the Youth & Campus Outreach Officer and the Strategy & Support Team (S&S Team). The S&S Team is a distributed team of campus alumni who work to enable campus groups by:

- supporting individual campus groups through phone calls, providing resources, and communications materials;
- promoting collaboration across campus groups; and
- providing feedback to Oxfam Canada on how to better support our campus groups

2. REGISTER YOUR GROUP

To establish a new Oxfam community or campus group, **register your group** with the Oxfam Canada National office. This ensures you will receive regular communication, fundraising and campaigning resources from Oxfam and is what makes you an official part of the Oxfam campus group network.

Registration also requires you provide contact information for at least **five core people** in your group. This is to ensure there is always someone we can reach.

Registration forms for groups are available **online** or by contacting **youth@oxfam.ca**.

3. ORGANIZE AND TAKE ACTION!

This guide includes the tools you need to begin organizing in your community and highlights the best practices and strategies involved in your role as an Oxfam activist.

We look forward to working with you!



STEP 3: ORGANIZE YOUR GROUP

Oxfam supports groups in communities and on campus to organize, raise funds and increase awareness. Some community and campus groups work together as “hybrid” teams to strengthen the impact of their work.

GROUP STRUCTURE

No two groups are the same and there is no set ‘formula’ for group structure: some groups have executive teams with over ten elected positions, whereas other groups work as a collective. Past experience has indicated that having two **co-chairs** when starting a new group can be helpful. We encourage you to assign co-chairs to share the responsibilities of calling and facilitating meetings, keeping records and leading the group. It also a good idea to assign one to two members to be the primary contacts with Oxfam.

Depending on your group’s area(s) of interest, it might be helpful to assign roles to additional members. Some common positions include: fundraising lead, communications lead, treasurer, and lead event organizer. It can also be helpful to break larger groups into smaller, task-oriented sub teams.

Eager to see how other groups are organized? Message and capacity build with campus teams across the country via the Oxfam Campus Groups **Facebook Page** to learn more about their structure, or set up a call with a member of the Strategy & Support Team to get more information.

You can also read and contribute your own campus group stories to the Oxfam Blog!

GROUP NORMS

Every group develops its own customs, habits and expectations for how things will be done. These patterns and expectations, or ‘norms’, can influence the way team members communicate with each other and can help or hinder a group in achieving its goals.

In order to ensure respectful communication, groups are asked to engage in a process of establishing group norms close to the onset of a group’s formation. These norms should be distributed to all group members, and revisited from time to time and as needed during group meetings.

Providing a role for volunteers can help improve member health and volunteer retention as they contribute their specific expertise, experience and knowledge to Oxfam Canada.

See Step 4 for more information

It's good to consider Oxfam's values when creating your group norms as well as working together. Issues of inequality (although we do our best to overcome them) can also appear within activist group settings. Ensuring your campus group creates a safe, welcoming and inclusive setting is important.

EVALUATING, DEBRIEFING AND CONTINUOUS LEARNING

A process of evaluation should be built into every group initiative up front. Define what you hope to achieve, and what impacts you hope to have, and measure your success based on that. Consider how you will learn from every action your group takes – ask what went well and what will you do differently next time? Think about when and how you will evaluate your work as a group and your planning process as a group. Good reflection and constructive criticism leads to stronger organizing.

An example worksheet is available in the Resource Centre on how to set SMART goals.



CELEBRATE YOUR SUCCESSES

It's important to remember that changing the world is hard work, but that every step taken is a step towards positive change. It can be easy to get caught up and bogged down in what's wrong, but it's important to look at the great contributions you are making. After your group has accomplished an outreach activity, fundraiser or even just hosted a really productive meeting, take the time to acknowledge that moment and figure out different ways your group can celebrate together.

Regularly tracking your groups' activities allows Oxfam to celebrate and share your successes too! Oxfam has a series of tracking templates on a Google Drive; if you haven't already received these forms or if you would prefer to receive them in a different format, please contact youth@oxfam.ca.

MANAGING TURNOVER

Everyone has stages throughout life when they have more time and energy to donate. We also recognize there are stages in life when people need to focus on other things. Therefore, it is always beneficial to have a plan to assist the group in running smoothly, efficiently and effectively at times when some members have to step away. When one of your leaders/contributors leaves, a plan as well as a handover note that gets passed along, including this guide can go a long way toward ensuring a smooth transition.

Mentorship can facilitate smooth transitions for incoming and outgoing members, and can be as formal or informal as the group requires. Orientations, shadowing and mentorship allow several individuals to gain familiarity with the responsibilities and tasks required for a specific role. Working together in this capacity increases the resiliency and knowledge base of the entire group and thus, helps contribute to, and strengthen the entire social justice movement.



Members can shadow mentors in whichever role they are interested in (for example, co-Chair, Champion for Change) for a set period of time and receive handover notes for that position. When a transition happens, group members can also help to guide people in their new roles and ensure there are handover notes from previous events and activities. New leaders within groups can contact the Youth & Campus Outreach Officer as well as the Strategy & Support Team for assistance.



STEP 4: GROW YOUR GROUP

RECRUITMENT, RETENTION AND MEMBER HEALTH

Recruiting and retaining members is essential to the longevity and well-being of your group. Finding dedicated volunteers will help ensure it's built to last.

TIPS FOR RECRUITING

- Decide what your recruitment message will be. How do you plan on attracting, engaging and interacting with new group members?
- Look for recruitment opportunities such as tabling events within your community or campus. Securing a table at one of these events is a sure-fire way to get your group noticed.
- Tap into your community. You are part of an intricate web of relationships, so use your networks to strike up conversations with your friends, neighbours, or colleagues. The opportunities are endless to educate others about your group, why you care and to inspire others to get involved.
- Follow up individually with promising leaders. Simply sending someone an individual e-mail or Facebook message can go a long way in helping that individual feel like they are valued and able to make some strong contributions to your group.
- Use existing events, meetings, and gatherings. Keep an eye out for opportunities in your community as well as on campus to educate others and make your group known. Existing clubs and other events are often looking for interesting partners and presenters; this will provide you with a great opening to talk about your issue and recruit new members.
- Send information about your group to other local non-profit organizations.
- Poster within your community or campus with information on when and where there will be introductory meetings.

- Look for fun and innovative ways to use social media to your advantage. Make a Facebook Page, Twitter account, and or blog to share what your group is doing. You could also make a recruitment video and post it on YouTube or Vimeo!

Remember that recruiting can happen at any point and every moment should be used to recruit! Be sure to bring a sign-up sheet to any event you host, and follow up by sending a welcome e-mail within a few days of meeting a new volunteer.

TIPS FOR RETENTION

Increasing the number of group members is one thing, but retaining this number is your next challenge. Here are a few tips to assist you with retaining a healthy group.

- While most people have joined your group because they care about the cause, don't forget about the social aspect of being engaged with campus activities. The content we work on can at times be heavy, and in order to keep volunteers it's important to have fun as well. You could schedule 'funtivities' such as energizers and ice breakers before every meeting, and even consider appointing someone to be the director of Team Building to organize such activities.
- Avoid being labelled a group that is "all talk and no action." Be a group that people can associate with being active and productive. If volunteers feel that their contribution is important, they will keep coming back. This means organizing events or fun activities more often, even if they're super small. You don't need to host a massive event, just being out in the community, having fun and making change, will establish your groups visibility. New members can see how they are able to contribute and will want to keep engaging with your group.
- Communicate results and celebrate successes! Addressing climate change or ending global hunger will not happen overnight. Fundraising and campaigning on these issues is long-term, so it's important to keep this in mind and emphasize the small victories. A strong volunteer base will thrive if your group demonstrates consistent momentum.
- Having clear expectations of volunteer roles and responsibilities can also contribute to retention (see previous section) as can creating a number of scalable opportunities for new members.



GROUP HEALTH

As passionate individuals who want to change the world, we can sometime forget that we're not superheroes. We can overburden ourselves and this can have negative implications on our own personal health as well as the health of the team. Personal and group health is fundamental for long-term success as we work collectively to change some of the most critical issues of our time. By paying attention to the well-being and resiliency of yourself and your group, you ensure sustainability and success.

Understanding and promoting group health, starting with your very first organizing meeting, will help to create a higher level of member retention and allow individuals the ability to come forward and ask for help when they need it.

Setting up clear roles and responsibilities, workplans, and taking a focused approach to your goals will help to encourage sustainable practices, and ensure that your group achieves its goals and avoids **activist burnout**.

INCLUSIVITY

Make sure that all members feel like they are part of the group's working and social dynamic. Keep an eye out for members who are not engaging in a particular activity and help to involve and welcome them.

OPEN-MINDEDNESS

As Oxfam supporters, we come together with shared values and beliefs to contribute to the eradication of poverty and injustice. However, as a non-partisan organization we are diverse individuals and cannot be easily placed into a box. Be open to others' ideas.



FOSTERING HEALTHY GROUP NORMS

Foster group norms where health is openly talked about. Consider creating a position within your group's structure that focuses solely on sustainable activism by leading workshops on group health or simply planning social gatherings where people can relax and have fun. Be conscious of those around you and consistently re-assess group goals so they remain appropriate for your current situation.

EVALUATING THE MEMBER HEALTH OF YOUR GROUP

Asking the group to reflect on these questions can help create an open environment of mutual understanding surrounding health.

1. Do we accept that there will be periods when individuals need to take some time to step back and relax?
2. Do our group members feel respected and included in our group?
3. Do we have healthy communication loops in place to communicate expectations, to follow up when tasks are not completed, and to appreciate when tasks are finished?

Recognizing the importance of health will ensure your group provides needed supports, retains members, has consistency and longevity within the community or campus, and, most of all, has fun!

STEP 5: FACILITATING YOUR GROUP

Facilitating an effective meeting is essential to a happy and productive group. The role and responsibility of a facilitator is to create a safe space that is open to inquiry, learning and sharing. Good facilitators offer a neutral and unbiased perspective, ask questions, and encourage group participation.



There can also be more than just one individual that facilitates your group. In some cases, having rotating facilitators (or a group of facilitators that take turns) can help share responsibility and encourages others to develop this important skill. Look at the dynamics of your group and see what facilitation design might work best with your team's values and goals.

The following are tips, tricks and actions to help your meetings run smoothly.

BEFORE A MEETING

- Try and keep meeting times and locations consistent. If the meeting time or place changes from week to week, you run the risk of losing members who might not keep up with the changes, or whose schedules will not permit them to be flexible.
- Make an agenda that outlines the meeting goals and assign time limits to each agenda item
- Find a location for the meeting. Consider the resources of the room (for example, tables, chairs, internet access, etc.) and ensure that you are meeting in a location where you will not disturb others and they will not disturb you.
- Send an email to those attending the meeting about when, where and why the meeting is happening. Be sure to attach all necessary meeting materials to the email, including the agenda.
- Prioritize for what absolutely must be covered in the meeting in case you run out of time or some attendees have to leave early.
- Request that someone takes short, concise minutes focusing on decisions, action items and due dates.

BEGINNING THE MEETING

- Always start your meeting on time and make punctuality a group norm. If members see that meetings continuously start late, the habit will build as others see no point in showing up promptly.
- At the same time, remember that it is helpful for participants to spend a little time before the meeting to chit-chat. It is important for people to build friendships, show their personalities, establish rapport and relate to each other on a personal level.
- Review the agenda and ensure that the group is comfortable with its items, and make any adjustments as necessary.
- Review group norms.
- Appoint or introduce the time keeper and someone to take the meeting minutes.

FACILITATING DISCUSSIONS

As a facilitator, it is your role to gauge your groups' dynamics. Some groups may need more encouragement, such as being invited to engage in round table sharing by having you call on people directly, or may be more receptive to a break period mid-meeting to prevent them from becoming tired or frustrated.

Other groups will benefit from contributing on their own and keeping meetings to a maximum of one hour. See what works best for your group!

- Announce time checks as needed in order to keep discussions on track and on time.
- Write on a flipchart to allow the whole group to keep up with the discussion.

CLOSING THE MEETING

- Summarize what was discussed during the meeting, including a review of action items and who has agreed to do what and by when, before dismissing the group.
- Schedule a follow up meeting if necessary.

AFTER THE MEETING

- Send the meeting minutes to all group members **as soon as possible**, including those who did not attend the meeting, and include the information about your follow-up meeting.

TRIED AND TRUE FACILITATION TIPS

- **ENCOURAGE CREATIVITY:**
Ask questions that solicit new ideas. Make an explicit appeal to suspend judgement for any specified brainstorming discussion (this can be referred to as blue sky brainstorming), and use a discussion format that encourages creative thinking.
- **CLARIFY:**
Help speakers be clear and articulate. Tools for clarifying can include: gently revealing apparent ambiguity in a speaker's comments; asking for examples or elaboration; and gently checking out what you think you hear people implying. Remember to remain objective and be careful not to be subtly try to control the group discussion.

- **PARAPHRASE:**
After hearing someone speak, it is often helpful to sum up what they have said. As a facilitator, you need to be able to listen to a complex or lengthy statement and boil it down to something succinct for the benefit of the group. But only do this if it is needed. If a person's statement is clear than let it stand on its own.
- **ENCOURAGE PARTICIPATION:**
Make sure that there are opportunities for everyone to participate, while acknowledging that different group members need different amounts of airtime. Reinforce group norms as needed. Maintain neutrality: you're there to facilitate the discussion; avoid pushing your own point of view on the rest of the group.
- **STICK TO THE AGENDA:**
Keep your group on the agenda points and within the set time limits. If you allow your time to be eaten up by the first two agenda items, you will never get to the other challenges that are facing the group. However, if an important discussion is taking place, ask the group if it's ok to continue, or possibly schedule a new meeting time to address and continue that conversation.
- **EMBRACE SILENCE:**
Often times, people need space to prepare their thoughts and speak. If you want to encourage discussion, go around the table asking people individually what they think.
- **RECOGNIZE DIFFERENT LEADERSHIP STYLES:**
We often see individuals who exhibit a more extrovert personality as a leader, however, it is important to recognize (especially as a facilitator) that some of the most incredible advice and contributions can come from those who hold a more **quiet leadership** style.



STEP 6: VISIONING

A vision is a long-term view for how your group will operate and the impact you will pursue through actions, engagement and events.

Visioning is a crucial way to determine your group identity in both the present and future. After all, Oxfam engages the Canadian community to create life-long global citizens!

Timelines are a way you can help to break down your group's events and goals into manageable tasks with set time periods.

Setting a reasonable and quantifiable goal, such as hosting two events per year, as part of your vision can be beneficial as it gives your group a target to reach and thus makes your work focused and goal-oriented.

However, quantifying your goals as the single tool to evaluate the success of your group may create a sense of pressure that could overpower the quality or effectiveness of the event.

It is important to keep in mind that Oxfam prioritizes the quality and effectiveness of your project over the number of actions, events or outreach activities your group carries out. Volunteering with Oxfam should be fun and enriching, so set realistic and achievable goals for your group.

It can be tempting to view events as the primary function of your group when visioning the future, but the number of events you host does not determine your success.

There is no 'failure' in taking a few months to work on member education and not having any events at all, so keep your visioning focused on your group goals and values and view yourself as contributing to the long-term success of Oxfam.

Although Oxfam will have differing priorities and campaigning opportunities from year to year, there are key dates for which outreach and engagement opportunities are consistent (see Step 8 for a break-down of the main activities).

Oxfam encourages groups to organize themselves around these key dates, while incorporating other international/national priorities or local opportunities as they arise should your group have the time and human resources to do so.

STEP 7: COMMUNICATION, CONNECTIONS AND OXFAM'S IDENTITY

COMMUNICATION: GUIDELINES FOR SPEAKING ON BEHALF OF OXFAM



KEY MESSAGES

Whether for fundraising, campaigning, for the media, or for reaching out to your friends and networks, we will provide you with key messages to help you speak about our campaigns, policy and international programming work. Our key messages are designed to be short, catchy and easy to remember.

SET LIMITS

When speaking, make sure that the audience is aware that you are an Oxfam volunteer and that it is not your role to enter into a debate on current issues and policies on behalf of Oxfam. This will help negate any expectation that you are an expert, as well as to provide a means by which you can deal with difficult questions.

If you are dealing with a questioner who is intent on challenging you even after explaining your role, please suggest that you are able to provide them with further information on Oxfam's policy and campaigning work at a later time. Be in touch with a staff person or the Strategy & Support Team to get the policy resources you need.

DEALING WITH QUESTIONS TO WHICH YOU DO NOT KNOW THE ANSWER

Your role as a volunteer is to only communicate the information that you have been provided with. Oxfam does not expect you to answer any question that you do not feel comfortable answering.

PERSONAL OPINION

Members of the media or in an audience may sometimes ask you: “What do **you** think?”

Volunteers can express their own point of view, as long as your response is prefaced with an explanation that this is your personal opinion, and should not be taken as representative of Oxfam policy. A couple of things to remember - if you are asked to give a personal opinion on camera by a media representative, please remove (change out of) all Oxfam branded clothing, etc. Additionally, it is preferable that you don't mix Oxfam messages and non-Oxfam personal opinions in the same interview.

WHAT NOT TO SAY

At Oxfam, only certain people have the right to speak on behalf of the organization. This enables us to keep people informed of the latest developments while reducing the risks associated with the subtleties and complexity of the issues that Oxfam works on. Topics for which there is no current information available on the Oxfam Canada website generally fall into this category. Before speaking to the media about Oxfam's specific policy or stance on an issue, ensure that you are aware of any of these issues.

We often deal with sensitive political issues that, if poorly communicated, could put our partners in the South, and here in Canada, in jeopardy and risk damaging the Oxfam brand; when in doubt, always consult with youth@oxfam.ca before approaching the media.

If asked about a subject you are not familiar with, direct the interviewer to Youth & Campus Outreach Officer who can provide a response.



CONNECTIONS

Oxfam groups are a strong fundraising and campaigning force for women's rights and social justice. In order to foster our sense of community and support one another, solid communication and connections are key! The following are tools and resources you can use to stay connected to the Oxfamily.

FACEBOOK

"LIKE" OXFAM CANADA'S FACEBOOK PAGE AND JOIN THE OXFAM CAMPUS FACEBOOK GROUP

This will give you information on newly released Oxfam materials as well as keep you in the loop about your local events:

www.facebook.com/OxfamCanada

You can also join the Oxfam Campus Groups Facebook group to stay connected to a network of past and current campus leaders across the country:

www.facebook.com/groups/207267122640639/

TWITTER

FOLLOW US ON TWITTER!

By following **@oxfamcanada** on Twitter you'll get minute by minute news as well as interesting commentary from Oxfam staff and volunteers

<https://twitter.com/oxfamcanada>

SIGN UP TO RECEIVE CAMPAIGN UPDATES

To receive important calls to action and update on moments of mobilization with Oxfam Canada, sign up at www.oxfam.ca/grow/act/join-grow-campaign

JOIN OXFAM CANADA AS A MEMBER

By becoming a member of Oxfam Canada, you're signing up to receive information about the governance of the organization, participate in Annual General Meetings and Board Elections:

www.oxfam.ca/join

OXFAM'S IDENTITY

We live in a rich world. Yet more than a billion people live in poverty, and the gap between rich and poor is widening. Charity as we've known it is not enough. Oxfam can see a better way.

We're a **global movement for change** – a network that empowers individuals, communities and organizations to build a future free from the injustice of poverty. Our identity is designed to make this instantly visible to everyone.

The following information is designed to make it easier for you to produce high-impact communications that will help create a positive future now, free from the injustice of poverty.



OUR LANGUAGE

Oxfam uses language in a deliberate way:

FROM THE HEART:

Adopt a young, fresh outlook. Imagine the possibilities – without being naïve. Be unafraid to express collective emotion. Desire, Ambition. Think about how people feel about the topic. Think about the topic. Express those feelings in simple words – don't intellectualize.

VOICE OF THE WORLD:

Imagine you're talking in the voice of the world. Use 'we' a lot and use 'we' to mean 'all of us' – not just Oxfam. In headlines, propose an outcome that feels visionary – though not unattainable. Try to turn a stark negative into an astonishing positive.

HANDS ON:

Use practical language. Talk about making, doing, acting rather than thinking. Make sure every communication piece ends with a call to action. And demonstrate every point you make with a practical example. It doesn't have to be

long and detailed – just something that brings your point down to earth, and makes your argument feel credible.

Here are some examples of organizational key messages:

- Ending global poverty begins with women’s rights. Women are leaders and change makers with tremendous capacity to improve their lives and the lives of those around them.
- Together, we can change policies and practices that keep people poor and challenge injustice by supporting people to attain their rights.
- We work to eliminate power imbalances between women and men, girls and boys, at the global, national, regional, community and household levels.
- We work with partners (people and organizations) in countries around the world, building on their strengths and assets to build a positive future.
- We act in situations of conflict and crisis to promote rights, protect lives and secure livelihoods.

OUR LOGO

A universal and highly-recognizable symbol of our determination, used to anchor all our communications.



Oxfam Canada Vertical logo



Oxfam Canada Horizontal logo

A couple of key guidelines:

- When writing the word (or name) Oxfam in text always use mixed case, upper and lower case characters (e.g. Oxfam” and not “OXFAM”)
- Wherever possible the logo should be placed in the bottom right-hand corner of communications.
- Oxfam has both a vertical and a horizontal “lockup” logo version. (In the vertical version the Oxfam wordmark is below the brand symbol. In the horizontal version, the wordmark is to the right of the brand symbol. Though both versions are correct, the vertical version is preferred and should always be used if possible
- Always use the logo files provided by Oxfam – Oxfam logos found from the internet might be outdated or associated with a different Oxfam

affiliate. Campus groups can also receive their own personalized logo with their campus group name! Contact youth@oxfam.ca for generic and campus-specific logo inquiries.

- The symbol should never be used ‘functionally’ (i.e. never use as a bullet point, as a full stop at the end of a sentence, as cartoon figures, etc.).

OUR VISUALS

Our colours are rich and uplifting. Green is, of course, one of Oxfam’s most recognizable colours, and as such should always take precedence.

- To use **Oxfam green**, enter RGB code 97, 165, 52 (HTML: HEX#61A534)
- To use **GROW purple**, enter RGB code 83, 41, 125 (HTML: HEX##53297D)

Oxfam has two fonts, “**OXFAM GLOBAL HEADLINE**” and “Oxfam T-Star Pro” that we use in professionally produced materials.

For certain mass produced materials **you** create, it may be appropriate to use the “Oxfam Global Headline” font for major headlines.

There are licence restrictions on the Oxfam fonts, so they can be provided for use on a limited, project by project, basis. For all other general communications – locally produced flyers and posters etc – Oxfam’s preferred font is **Arial**.

Arial is installed by default in recent Macintosh and Windows operating systems. Contact the Youth & Campus Outreach Officer or a member of the Strategy & Support Team if you would like to have access to the Oxfam fonts for a specific document or visual.



Oxfam Canada GROW campaign logo.

The Canadian GROW logo tagline, “Food, Women, Planet” is different from the tagline used by the Oxfam International GROW campaign.

STEP 8: TAKE ACTION!

Detailed action plans will be distributed to community and campus groups on a semi-annual basis. Here are some of the key dates to keep in mind for the 2014-2015 academic year:

KEY DATES

